

		2011 Request	Exec. Dir Recom	Commis. Approv.
May 22	Block St.Block Party	\$4,540	funding request withdrawn	
June 10-11	Bikes, Babes and Bling	\$10,000		
June 23-26	All OUT June	\$5,000		
July 2	Run for Veterans	\$4,735		
August 26-28	Fayetteville Roots Festival	\$10,000		
Sept 6	Savor the Flavor	\$3,500		
Sept. 10	NWA Cheese Dip Festival	\$10,000		
October 13-16	Seedling Film Fest - Offshoot Film Festival	\$45,650		
Oct. 14-16	ArtBeats Festival/Harvest Food Festival	\$10,000		
Oct 17-24	National Veterans Creative Arts Festival	\$10,000		
Nov. 19-Jan 1	Lights of the Ozarks	\$30,000		
Dec 10-11	Fayetteville Half Marathon	\$20,000		
		\$163,425		

Request for Funding from the Fayetteville Advertising & Promotion Commission

1. Bikes, Blues, and Barbeque, Inc. dba Bikes, Babes, and Bling
TAX ID # 03-0426716
2. Coleson Burns, Event Director
300 N. College Ave Ste 311, P.O. Box 712
Fayetteville, AR 72702,
479-527-9993 (o), 479-200-3135 (c)
bikesbabesandbling@gmail.com
bbb.coleson@gmail.com
3. Bikes, Babes, and Bling is the South's First Motorcycle Rally that caters specifically to women. The proceeds will be used to provide benefit to local charities that support women and children.
4. Bikes, Babes, and Bling will take place the weekend of June 10 and 11, 2011.
5. The venue will be the Washington County Fairgrounds.
6. Bikes, Babes, and Bling is the "sister" summer rally to the Bikes, Blues, and BBQ fall rally. In the past six years, there has been significant growth in the market of Lady Riders (approximately 35% now); and since ninety nine percent of the nation's rallies are tailored for the male biker we feel like we can and should offer an experience that caters to the women. This rally also allows Bikes, Blues, and BBQ to fund even more charities that we have not been able fund in the past. We have received a very positive response about the rally and believe our numbers will grow significantly for 2011.
7. Rally attendees come from about a 500 mile radius with the highest concentrations coming from Arkansas, Oklahoma, Missouri, Kansas, and even from Tennessee and Texas. For its second year, Bikes, Babes, and Bling projects anywhere from 10,000 to 20,000 in total attendance. These estimates are derived from numbers taken from the Bikes, Babes, and Bling rally in July 2010. The Clarion Inn is the rally's host hotel, but attendees stay in all of Fayetteville's hotels and motels. The Clarion Inn provides the rally with a block of ten rooms.
8. The Northwest Arkansas Region is an ideal tourist destination (especially for the motorcyclists) due to our geographic location and the natural beauty of the area. Since we are centrally located in the U.S., most of our attendees are able to arrive here in about a day or less from where they are coming. Just as Bikes, Blues, and BBQ utilizes the Ozark Mountains for the scenic rides, and Fayetteville as an appealing and clean destination, Bikes, Babes, and Bling will do the same.

9. Bikes, Babes, and Bling plans to make use of several motorcycle specific websites for advertising. Posters, postcards, magnets, and other literature will also be distributed throughout the region to motorcycle dealerships, restaurants, bars, and other establishments that cater to our specific demographic. Butler Broadcasting and Cumulus Broadcasting will sponsor the radio coverage, while KNWA will cover the event on television. Citiscapes has been requested to handle print advertising and coverage. The event will sell alcohol as well as official rally merchandise in an entertainment environment. Also, as a side note, Bikes, Blues, & BBQ, Inc. is hiring a P.R./Marketing firm to assist us in making sure we are making the right strides with our marketing efforts. Bikes, Babes, and Bling anticipates reaching an estimated 250,000 persons with this marketing plan.

A breakdown of the Marketing plan is listed below:

Website Listings, Calendars, and Advertising:

www.bikesbabesandbling.com
www.bikesbluesandbbq.org (in-kind)
www.local540.com
www.cycleconnectionh-d.com (in-kind)
www.heartlandhonda.com (in-kind)
www.billeddysmotorsports.com (in-kind)
www.motorcycleevents.com (purchased)
www.lightningcustoms.com (in-kind)
www.ladybikermagazine.com (in-kind)
www.usabikerparties.com (in-kind)
www.damnbikers.com (in-kind)

Bikes, Blues, and BBQ's Email List of 6000
Fire Fighter's Poker Run Email List of 6000
Convention & Visitor's Bureau Email List of 500
Chamber of Commerce's Email List of 1000
Local Dealerships' Email List of 10,000
Motorcycle Events Magazine's Email List of 2 Million
Bikes, Blues, and BBQ's Facebook of 24,800
Bikes, Babes, and Bling's Facebook of 3,700
Bikes, Blues, and BBQ's Twitter of 2,900
Bikes, Blues, and BBQ's Website Views 63,000 per month
Motorcycle Events Magazine's Website Views 1.2 Million

Radio: Butler Broadcasting (in-kind), Cumulus Broadcasting (in-kind)

Television: KNWA (in-kind)

Print: Event Posters (purchased)
Event Flyers (purchased)
Event Banners (purchased)

10.

Proposed 2011 A&P Funding Budget	Budgeted
Marketing and Advertising Expense - Outside Ads/Social Media	\$2,000.00
Marketing and Advertising Expense - Banners, Signs, and Posters	\$4,000.00
Marketing and Advertising Expense - Flyers	\$500.00
Marketing and Advertising Expense - Magnets	\$2,000.00
Marketing and Advertising Expense - Staff T-Shirts	\$1,500.00

2010 Marketing budget

Event Posters	\$2000.00
Event Flyers	\$500.00
Save the Date Magnets	\$5000.00
Postage	\$2200.00
Website	\$5000.00
Event Banners and Signage	\$4200.00
Motorcycle Events Magazine Advertising	\$1100.00
TOTAL	\$20,000.00

2010 Bling A&P Expenditures

<u>Date</u>	<u>Entity</u>	<u>Amount</u>
1.6	jimbob, inc.	\$1,350.00
4.7	TCP	\$1,670.95
4.19	Motorcycle Events	\$150.00
5.5	jimbob, inc.	\$2,500.00
5.5	The Current	\$350.00
5.12	NWA Metro Woman	\$120.83
5.18	Discount Favors	\$4,071.35
6.11	Riverside Entertainment	\$3,300.00
6.11	The Current	\$350.00
6.20	Sign Planet LLC	\$792.06
6.21	NWA Metro Woman	\$120.83
6.24	Offset Press	\$64.58
6.27	Facebook Ads	\$699.84
07.07	Roll'n Wrapz, LLC	\$928.80
6.30	FedEx Lamination	\$161.44
7.1	FedEx Lamination	\$21.74
7.8	Roll'n Wrapz, LLC	\$966.60

Original Allocation	\$20,000.00
Amount Spent	\$17,619.02
Amount Remaining	\$2,380.98

11. Funding Request: \$10,000.00

The purpose of this request is to fund the marketing and promotional efforts of Bikes, Babes, and Bling in its second year.

12. Bikes, Babes, & Bling is a destination vacation event held in Fayetteville, AR. As the rally grows, it will draw repeat tourists from out of town, county, and state. Please reference item 13 to get an idea of how broad, geographically, our participants hail from. The funds requested are purely for the marketing efforts to attract these tourists to the rally.

13. Bikes, Babes, & Bling will draw visitors from outside of Fayetteville. In its first year, we had visitors notably from California, Illinois, Kansas, Oklahoma, Missouri, and Texas, in addition to several other states.

- Number of visitors to Fayetteville = 10,000
- Number of visitors to Washington County = 10,000
- Number of visitors outside a 100 mile radius of Fayetteville = 3,500

14. Again, Bikes, Babes, and Bling will be the South's first major women's motorcycle rally. With the reputation of Bikes, Blues, and BBQ, we believe our second rally will draw an attendance of anywhere between 10,000 and 20,000. In such a slow month as June, this surge in visitors will benefit Fayetteville's hotels and restaurants by inviting our attendees to enjoy all that Fayetteville has to offer. Also, as attendance grows the amount of rally merchandise and concessions sold will increase thus allowing our organization to fund local charities that are in need.

15. The two rallies of Bikes, Blues, & BBQ Inc. are working with Waste Management and other civic organizations like Kiwanis Club to ensure our "waste footprint" is as minimal as possible. We have a long-term plan to recycle aluminum, plastic, and cardboard.

16. Should Bikes, Babes, & Bling not secure A&P funding, we will have to reduce our marketing efforts. This means a lessened effort to try to bring those visitors from outside that 100 mile radius.

17. Please see attached.

Account Name	2011 Budgeted	2010 Actual
Beer Garden Expense	\$8,900.00	\$6,429.84
Beer Garden Expense - North Main	\$8,000.00	\$1,716.10
Beer Garden Expense - Souvenir Cups (10,000 @ \$0.32 each)	\$0.00	\$4,071.35
Beer Garden Expense - Entrance Fee	\$0.00	\$0.00
Beer Garden Expense - Ice Purchases	\$900.00	\$642.39
Contract Labor Expense	\$2,700.00	\$112.53
Contract Labor Expense - Electrical	\$2,000.00	\$0.00
Contract Labor Expense - Plumbing	\$0.00	\$0.00
Contract Labor Expense - Trash Removal	\$200.00	\$112.53
Contract Labor Expense - Beer Garden Management	\$500.00	\$0.00
Contract Labor Expense - Professional Services	\$0.00	\$0.00
Emergency Standby Expense	\$0.00	\$0.00
Equipment Rental Expense	\$1,000.00	\$3,000.44
Equipment Rental Expense - Tents and Furnishings	\$1,000.00	\$3,000.44
Equipment Rental Expense - Electrical	\$0.00	\$0.00
Equipment Rental Expense - Miscellaneous Equipment	\$0.00	\$0.00
Event Deposit Expense	\$0.00	\$500.00
Event Facilities Rent Expense	\$0.00	\$0.00
Event Prize and Award Expense	\$500.00	\$300.00
Event Prize Expense - Bubba Contest	\$250.00	\$300.00
Event Prize Expense - Bike Show	\$250.00	\$0.00
Event Repairs and Maintenance Expense	\$500.00	\$49.45
Event Repairs and Maintenance Expense - Electrical	\$200.00	\$0.00
Event Repairs and Maintenance Expense - Plumbing	\$200.00	\$49.45
Event Repairs and Maintenance Expense - Miscellaneous	\$100.00	\$0.00
Event Security Expense	\$5,000.00	\$3,440.00
Event Security Expense - City of Fayetteville PD	\$0.00	\$0.00
Event Security Expense - Private Security*	\$5,000.00	\$3,440.00
Event Supply Expense	\$1,000.00	\$472.36

General Event Expense	\$2,750.00		\$10,276.40
General Event Expense - Towing	\$0.00		\$0.00
General Event Expense - Transportation Services	\$0.00		\$0.00
General Event Expense - Utilities	\$0.00		\$0.00
General Event Expense - Toilet Rentals	\$2,000.00		\$6,562.55
General Event Expense - Gas/Fuel	\$750.00		\$280.67
General Event Expense - Electricity	\$0.00		\$128.02
General Event Expense - Water	\$0.00		\$6.64
General Event Expense - Miscellaneous	\$3,000.00	Hot Dogs	\$3,298.52
License and Fee Expense	\$150.00		\$150.00
License and Fee Expense - Alcohol Permits	\$150.00		\$150.00
License and Fee Expense - Raffle Permit	\$0.00		\$0.00
Music and Band Expense	\$5,500.00		\$7,600.00
Music and Band Expenses - Sound and Stage	\$2,500.00		\$5,000.00
Music and Band Expenses - Performer Payment	\$3,000.00		\$2,600.00
Raffle Expense	\$300.00		\$0.00
Event Attraction Expense	\$3,500.00		\$6,300.00
Event Attraction Expense - Ride Simulator	\$3,500.00		\$3,000.00
Event Attraction Expense - Fireworks	\$0.00		\$3,300.00
Dues and Subscription Expense	\$0.00		\$0.00
Insurance Expense	\$1,500.00		\$1,288.56
Legal and Accounting Expense	\$0.00		\$0.00
Marketing and Advertising Expense	\$11,000.00		\$10,140.86
Marketing and Advertising Expense - Outside Ads/Social Media	\$2,000.00		\$1,791.50
Marketing and Advertising Expense - Ad Agency Retainer Fee	\$0.00		\$0.00
Marketing and Advertising Expense - Banners, Signs, and Posters	\$6,500.00		\$3,014.28
Marketing and Advertising Expense - Website Services	\$0.00		\$3,850.00
Marketing and Advertising Expense - Flyers	\$500.00		\$454.60
Marketing and Advertising Expense - Magnets	\$2,000.00		\$1,030.48
Marketing and Advertising Expense - Postage Expense	\$2,200.00		\$0.00

Marketing and Advertising Expense - Staff T-Shirts	\$1,500.00	\$1,389.66
Meeting Expense	\$0.00	\$0.00
Music Licensing Expense	\$1,000.00	\$0.00
Office Expense	\$0.00	\$123.06
Office Expense - Supplies	\$0.00	\$79.06
Office Expense - Parking Permit	\$0.00	\$0.00
Office Expense - Postage and Shipping	\$0.00	\$44.00
Office Expense - Telephone and Internet Expense	\$0.00	\$0.00
Office Expense - Gas/Fuel	\$0.00	\$0.00
Office Expense - Miscellaneous	\$0.00	
Payroll Expense	\$0.00	\$0.00
Payroll Tax Expense	\$0.00	\$0.00
Property Tax Expense	\$0.00	\$0.00
Tax and License Expense	\$0.00	\$0.00
Travel Expense	\$0.00	\$0.00
Charitable Donation Expense	\$0.00	\$54.18
	\$48,050.00	

FAYETTEVILLE ADVERTISING & PROMOTION COMMISSION
2011 FUNDING REQUEST

submitted to

MARILYN HEIFNER

Executive Director
Advertising & Promotion Commission
Fayetteville, Arkansas

submitted by

ALL OUT JUNE

NWA CENTER FOR EQUALITY

179 North Church Avenue, Suite 101
Fayetteville, AR 72701

APRIL 1, 2011



1. NAME OF ORGANIZATION OR EVENT & TAX ID NUMBER

NWA Center for Equality Presents All OUT June.
Tax ID No. 20-4521127

2. CONTACT PERSON WITH COMPLETE ADDRESS AND PHONE NUMBER

James K. Rector
Vice President, Board of Directors
NWA Center for Equality
MAILING ADDRESS: PO Box 9014
Fayetteville, AR 72703
PHYSICAL ADDRESS: 179 N. Church Ave., Ste. 101
Fayetteville, AR 72701
Phone: 479.790.4235
Email: jrector@nwaequality.org
Website: www.nwaequality.org & www.alloutjune.com

3. PURPOSE OF THE EVENT AND PROPOSED USE OF FUNDS GENERATED BY ORGANIZATION & EVENT

The purpose of All Out June is to celebrate the diversity of Arkansas' lesbian, gay, bisexual, transgender and queer (LGBTQ) community. We use all funds to promote All Out June events, LGBTQ awareness and to generate tourism. As a non-profit, our mission is to return funds back to our community through the various programs we offer.

4. PERIOD OF OPERATION OR EVENT DATE

All Out June sponsors, hosts or co-hosts over 32 events throughout the entire month of June; however, the primary event weekend, Pride Weekend, lasts from Thursday, June 23rd to Sunday, June 26th.

5. LOCATIONS OR EVENT SITE

The entire month will encompass all of Northwest Arkansas and several events are hosted at area bars including Tangerine, Speakeasy and Rogue. However, the events of Pride Weekend are located in Downtown/Dickson Fayetteville.

Each year the NWA Center for Equality supports the NWA Pride organization to host an annual pride parade on Dickson Street. This parade typically begins on Block Avenue and ends on Dickson Street at West Avenue, where there is a rally held in parking lot 293 - Walton Arts Center.

This year Pride Weekend begins on Thursday, June 23 with our quarterly drag bingo event, hosted by eight drag queens and Miss Gay Arkansas & Miss Gay Northwest Arkansas. Club Tangerine will host Friday's events with the Gender Bender Bash, featuring the fabulous Fayetteville Faux [drag] Queens. Saturday morning's parade will be followed by our evolving plan of working with the City of Fayetteville to hold the Pride Rally on a closed Dickson Street, from West Avenue to Ralston Avenue, and continuing this closure through the Center's All Out June Block Party, tentatively slated for the Tyson Plaza of the Walton Art's Center. This open environment (modeled after pride rallies in Tulsa, Oklahoma City, Dallas, New Orleans and Nashville) will generate visitors outside of Northwest Arkansas and provide friendly festival environment for local citizens. Saturday evening brings Speakeasy's White Party, a staple in any LGBTQ community. Sunday brings the close of Pride Weekend with the annual NWA Center for Equality Picnic, located in a to be determined City of Fayetteville park. With the 32 events planned or promoted by the Center and the 4 full days of celebratory activities commemorating the 1969 Stonewall riots, we believe All Out June will be highly beneficial to restaurants, hotels and merchants, providing an economic stimulus during the slower months of the summer.

6. BRIEF BACKGROUND OF ORGANIZATION AND HISTORY OF EVENT

All Out June's mission is to support, educate, celebrate and advocate for the advancement to be ones true self in Northwest Arkansas. All Out June is a major program of the NWA Center for Equality, a grassroots support and advocacy movement working to achieve full equality for the lesbian, gay, bisexual, transgender and queer community in northwest Arkansas. The Center's vision is to see a time when all have the right to be themselves regardless of gender identity or sexual orientation and without fear of harassment or discrimination. The Center dreams and works for full legal rights and social equality in our local communities and beyond.

All Out June has developed from a single day of activities to a full month long celebration of the diversity and equality of the LGBTQ community in Northwest Arkansas. We commemorate this event to those individuals who laid the foundation of the LGBTQ movement during the 1969 Stonewall riots.

The NWA Center for Equality is a 501(c)3 not-for-profit organization, founded in June of 2006. The Center serves as the primary advocate for lesbian, gay, bisexual, transgender and queer equality throughout the region. Today the Center continues to strive to achieve their mission through its programming and day-to-day operations for the 200 members and countless others they serve.

7. EXPECTED VISITOR DRAW (RADIUS/MILEAGE)

PRIOR YEAR VISITOR COUNT (RADIUS/MILEAGE) AND HOW DERIVED.

HOST HOTELS AND NUMBER OF ROOMS RESERVED

According to the NWA Pride organization, the 2010 parade weekend totals included 700 parade participants and 2,500 spectators. An additional estimate of 1,500 attendees from a 75-mile radius was calculated from events throughout the month.

The anticipated draw for Pride Weekend alone is 3,000. We are advertising in a 300-mile radius, which, in addition to Northwest Arkansas, includes Dallas, TX, Kansas City and St. Louis, MO, Tulsa and Oklahoma City, OK, Little Rock, AR, and Memphis, TN. For the entire month of events, we are anticipating 5,000 participants from both NWA and the 300-mile advertising radius. We are currently in the process of securing hotels sponsorships.

8. IMAGE:

IS THIS ORGANIZATION OR EVENT IDENTIFIABLE WITH AN ATTRACTIVE AND UNIQUE FEATURE OF OUR AREA?

The event's focus is to celebrate the diversity of Northwest Arkansas and the culture that supports the LGBTQ community. This event is unique to the individuals it caters too; however, the driving force is the equality of human rights, which is openly inclusive to all citizens. The Center takes pride that Fayetteville and the surrounding area is more progressive with diversity than any other area of the state. NWA is the primary destination in Arkansas for Pride events.

9. MARKETING PLAN:

ADVERTISING, PR, SALES AND WHETHER IN-KIND DONATION OR PURCHASED.

ANTICIPATED MEDIA EXPOSURE

Advertising will range from website, television commercials, radio advertisement, viral media - including Facebook, Twitter and YouTube, and print media. Electronic media is free, however a majority of advertising will be purchased. Last year created the highly successful NWA Pride Guide, which we will distribute 5,000 copies to our marketing radius this year. We anticipate our exposure to break down as follows:

Television and Radio Advertisements	20,000
Print Advertisements	30,000+
Electronic Distribution	10,000+
Email Distribution Lists	2,000
Facebook, Twitter and YouTube feeds	5,000+
All Out June website hits	3,000+ per month

10. MARKETING PLAN BUDGETS:

ADVERTISING, PR, SALES;

INCLUDE PRIOR YEAR BUDGET AND EXPENDITURES

Television and Radio Advertisements	\$2,000.00
Print Advertisements	\$2,500.00
Pride Guide	\$2,000.00/5,000 Copies
The majority of flyers, brochures and posters	are now distributed through social media.
Electronic Distribution	\$0,000.00

11. FUNDING REQUEST:

STATE SPECIFIC AMOUNT REQUESTED AND WHAT FUNDS WILL BE USED FOR

We are requesting \$5,000. The purpose for the request is to supplement our resources with the cost of advertising and marketing, in order to generate tourism to Fayetteville for the month of June.

12. DESCRIBE HOW THIS REQUEST MEETS THE CRITERIA OF USES OF A&P FUNDS

The NWA Center for Equality strongly believes in the equality of individuals in Northwest Arkansas. By providing funding for this event, we are supporting the attitude of Fayetteville Advertising and Promotion Commission, by promoting diversity. Fayetteville is the host to many wonderful cultural events; it is a setting where artists and

musicians are cultivated, and the home of writers, architects, free thinkers, entrepreneurs and families. It and Northwest Arkansas are progressively, culturally, educationally and economically miles ahead of other parts of our state.

The events we are hosting not only further our mission, but they enhance the outstanding qualities of our region. By bringing in visitors, we could quite possibly inspire individuals to move to this area, which in turn would help stimulate the local economy and create an abundance of goodwill.

13. WILL YOUR PROJECT/EVENT INFLUENCE VISITORS FROM OUTSIDE OF FAYETTEVILLE TO VISIT OUR COMMUNITY?

☒ YES ☐ NO

IF YES, WHAT IS YOUR ESTIMATE OF:

- | | |
|---|------------------------------------|
| A) Visitors to Fayetteville: | <input type="text" value="3,000"/> |
| B) Visitors to Washington County: | <input type="text" value="3,000"/> |
| C) Visitors outside a 100-mi. radius of Fayetteville: | <input type="text" value="1,000"/> |

14. DESCRIBE THE POTENTIAL ECONOMIC IMPACT TO:

A) YOUR ORGANIZATION:

All Out June gives back to the community during the month of June by celebrating LGBTQ pride through providing free and low cost events for a wide range of individuals. Through this exposure, the Center is able to grow membership and investments during the coming year. We may not see direct income during the month of June, but we do see growth in the sustainability of the Center.

B) TOURISM RELATED BUSINESSES:

Area businesses see growth in income during the summer months, which are often slow due to the decline in university activity and vacationing families.

C) THE COMMUNITY IN GENERAL:

Our primary community goal is to engage and build repeat business with citizens and visitors to Fayetteville, for not only the success of our future events, but for the local merchants who support and profit from this festival. Our secondary goal is to potentially attract people to move to the area to enjoy the culture and natural beauty of Northwest Arkansas.

D) HOW DO YOU TRACK THIS IMPACT:

We observe how many attendees we have at each event through ticket and armband distribution, and capture information (i.e. emails) and do both online and on site surveys.

15. PLEASE DESCRIBE YOUR EFFORTS TO INCLUDE ENVIRONMENTALLY ACCEPTABLE AND SUSTAINABLE PRACTICES IN YOUR EVENT

With paperless social and electronic media, we plan to cut down our paper use significantly; it is environmentally friendly, reduces our administration costs. We also plan to encourage our food and beverage vendors to use reusable, All Out June event cups, which reduce the amount of disposable plastic and Styrofoam cups in circulation.

16. DESCRIBE HOW EVENT WILL BE ALTERED IF A & P FUNDING IS NOT SECURED

If the A&P funding is not available to us, it will greatly reduce how well we are able to advertise All Out June and attract visitors to Northwest Arkansas. It will also detract from the quality of activities we are able to provide, as those budgets will decrease in order to supplement necessary advertising costs. This may lead to a decline in attendees in the future.

We are in the process of securing sponsorships from area businesses, private donations and in-kind donations in the event A&P funds are not available for this event.

17. PROVIDE FULL FINANCIAL DISCLOSURE OF ALL REVENUES AND EXPENSES.

FINANCIAL DISCLOSURE IS REQUIRED OF THE REQUESTING ORGANIZATION'S REGULAR ANNUAL BUDGET AND IS TO BE PROVIDED IN THE APPLICATION FOR FUNDING.

See Attached Information

3:26 PM
11/20/10
Accrual Basis

NWA Center for Equality Class QuickReport January 1 through November 20, 2010

Type	Date	Num	Name	Memo	Amount
Pride Guide					
Check	6/4/2010	1068	Fayetteville A & P C...	Pride Guide ...	-1,172.06
Check	6/4/2010	1068	Fayetteville A & P C...		-108.42
Check	6/15/2010	1074	Fayetteville A & P C...	Mailing to Ar...	-30.00
Total Pride Guide					-1,310.48
Pride OUT the Park					
Check	6/1/2010	1058	Fayetteville A & P C...	6/17/2010 Na...	-350.00
Check	6/1/2010	1058	Fayetteville A & P C...	6/17/2010 Pa...	-20.00
Total Pride OUT the Park					-370.00
Volunteer Party					
Check	6/7/2010		Fayetteville A & P C...	Sprite 24 ct	-5.98
Check	6/7/2010		Fayetteville A & P C...	Dr Pepper 24...	-5.98
Check	6/7/2010		Fayetteville A & P C...	Diet Coke 24 ct	-5.98
Check	6/7/2010		Fayetteville A & P C...	Vegetable Tray	-9.98
Check	6/7/2010		Fayetteville A & P C...	BBQ Sauce	-5.98
Check	6/7/2010		Fayetteville A & P C...	Nestle Bottle...	-3.98
Check	6/7/2010		Fayetteville A & P C...	Fritolay Chip...	-9.96
Check	6/7/2010		Fayetteville A & P C...		-1.15
Check	6/7/2010		Fayetteville A & P C...		-3.03
Check	6/28/2010	1084	Fayetteville A & P C...	Blow Pops	-2.00
Check	6/28/2010	1084	Fayetteville A & P C...	Bubbles	-7.00
Check	6/28/2010	1084	Fayetteville A & P C...	Glow Toy	-5.00
Check	6/28/2010	1084	Fayetteville A & P C...	Shreds	-2.00
Check	6/28/2010	1084	Fayetteville A & P C...	Reimbursem...	-1.39
Check	6/28/2010	1084	Fayetteville A & P C...	Other - Wal...	-19.49
Check	6/29/2010	1086	Littlepage, Elizabeth	Key rings - g...	-8.00
Check	6/29/2010	1086	Fayetteville A & P C...	Reimbursem...	-0.79
Check	6/29/2010	1086	Fayetteville A & P C...	Poster Board	-0.50
Check	6/29/2010		Fayetteville A & P C...		-37.97
Check	6/29/2010		Fayetteville A & P C...		-4.27
Check	6/29/2010		Fayetteville A & P C...	Cake	-16.99
Check	6/29/2010		Fayetteville A & P C...		-1.91
Check	6/30/2010		Harp's Food Store	Cake	-18.90
Total Volunteer Party					-178.23
White Party					
Sales Receipt	7/25/2010	18	Unknown Member		289.00
Total White Party					289.00
All OUT June - Other					
Check	4/9/2010		Fayetteville A & P C...		-40.95
Check	5/3/2010		TechSoup	Video Cameras	-175.00
Check	6/2/2010		Fayetteville A & P C...	Flers	-40.95
Check	6/2/2010	1067	Fayetteville A & P C...	AOJ T-Shirts	-2,495.00
Check	6/2/2010	1059	Fayetteville A & P C...	AOJ Banner	-86.25
Check	6/2/2010	1059	Fayetteville A & P C...		-7.98
Sales Receipt	6/7/2010	46	Unknown Member		147.00
Sales Receipt	6/7/2010	46	Unknown Member	???	240.00
Sales Receipt	6/7/2010	46	Unknown Member		75.00
Check	6/15/2010		Fayetteville A & P C...	AOJ Stickers	-94.00
Check	6/15/2010		Fayetteville A & P C...		-8.70
Check	6/15/2010		Fayetteville A & P C...	AOJ Posters	-62.55
Check	6/15/2010		Fayetteville A & P C...		-5.78
Sales Receipt	6/16/2010	45	Unknown Member		10.00
Sales Receipt	6/18/2010	43	Unknown Member		150.00
Sales Receipt	6/18/2010	43	Unknown Member		111.00
Sales Receipt	6/19/2010	36	Takamoto, Karen		25.00
Check	6/20/2010	1077	Fayetteville A & P C...	AOJ Radio A...	-886.00
Sales Receipt	6/21/2010	32	Unknown Member		20.00
Sales Receipt	6/21/2010	33	Unknown Member		9.00
Check	6/21/2010	1076	Fayetteville A & P C...	Gas Reimbur...	-20.00
Sales Receipt	6/22/2010	42	Unknown Member		1.00
Sales Receipt	6/23/2010	34	Perez, Bonnie C		12.00
Sales Receipt	6/23/2010	35	Hall, Nancy Dixon	XXL	12.00
Sales Receipt	6/23/2010	40	Unknown Member	Big Bad Gina...	127.00
Sales Receipt	6/26/2010	39	Unknown Member		20.00

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11/20/10

Accrual Basis

NWA Center for Equality
Class QuickReport
January 1 through November 20, 2010

Type	Date	Num	Name	Memo	Amount
Sales Receipt	7/9/2010	20	Unknown Member		15.00
Sales Receipt	7/9/2010	20	Unknown Member		12.00
Sales Receipt	7/27/2010	21	Unitarian Universali...	June Pass th...	329.51
Invoice	10/30/2010	24	Fayetteville A & P C...	Advertising & ...	4,000.00
Total All OUT June - Other					1,392.35
Total All OUT June					1,231.87
Total Events					1,231.87
TOTAL					<u>1,231.87</u>

NWA Center for Equality AOJ Budget Overview January through December 2011

	Jan - Dec 11
Ordinary Income/Expense	
Income	
43300 · Direct Public Grants	
44500 · Government Grants	4,000.00
Total 43300 · Direct Public Grants	4,000.00
43400 · Direct Public Support	
43420 · Membership Payments	250.00
43450 · Individ Contributions	250.00
Total 43400 · Direct Public Support	500.00
46400 · Other Types of Income	
Tabling, Display, & Vendor Fees	500.00
46410 · Advertising Sales	2,500.00
46420 · Inventory Sales	0.00
46400 · Other Types of Income - Other	2,000.00
Total 46400 · Other Types of Income	5,000.00
47200 · Program Income	
47240 · Program Service Fees	1,200.00
Total 47200 · Program Income	1,200.00
Total Income	10,700.00
Gross Profit	10,700.00
Expense	
60100 · Program Expenses	
60150 · Facilities Fees	65.00
60155 · Tickets & Admission Fees	400.00
60160 · Decoration Supplies	450.00
Total 60100 · Program Expenses	915.00
60300 · Awards and Grants	
60320 · Cash Awards and Grants	25.00
Total 60300 · Awards and Grants	25.00
62100 · Contract Services	
62180 · Presentation Fees & Honorariums	250.00
Total 62100 · Contract Services	250.00
65000 · Operations	
65020 · Postage, Mailing Service	44.50
65030 · Printing and Copying	2,000.00
65070 · Web Services	40.00
Total 65000 · Operations	2,084.50
65100 · Other Types of Expenses	
65110 · Advertising Expenses	800.00
65190 · Other Costs	4,000.00
Total 65100 · Other Types of Expenses	4,800.00
68300 · Travel and Meetings	
68320 · Travel	56.00
Total 68300 · Travel and Meetings	56.00
Total Expense	8,130.50
Net Ordinary Income	2,569.50
Net Income	2,569.50

NWA Center for Equality

Profit & Loss Budget Overview

January through December 2011

	Jan - Dec 11
Ordinary Income/Expense	
Income	
43300 · Direct Public Grants	
43310 · Corporate and Business Grants	250.00
43330 · Foundation and Trust Grants	5,000.00
44500 · Government Grants	4,000.00
Total 43300 · Direct Public Grants	9,250.00
43400 · Direct Public Support	
43410 · Corporate Contributions	2,050.00
43420 · Membership Payments	4,450.00
43430 · Donated Prof Fees, Facilities	4,150.00
43440 · Gifts in Kind - Goods	3,000.00
43450 · Individ Contributions	6,760.00
Total 43400 · Direct Public Support	20,410.00
46400 · Other Types of Income	
Tabling, Display, & Vendor Fees	500.00
46410 · Advertising Sales	2,250.00
46420 · Inventory Sales	870.00
46430 · Miscellaneous Revenue	1,650.00
46400 · Other Types of Income - Other	2,000.00
Total 46400 · Other Types of Income	7,270.00
47200 · Program Income	
47230 · Membership Dues	2,500.00
47240 · Program Service Fees	9,100.00
Total 47200 · Program Income	11,600.00
49000 · Special Events Income	
49010 · Special Events Contributions	1,000.00
49020 · Special Events Sales (Nongift)	3,000.00
Total 49000 · Special Events Income	4,000.00
Total Income	52,530.00
Gross Profit	52,530.00
Expense	
60100 · Program Expenses	
60110 · Food	3,003.50
60120 · Clothing Purchases	2,210.00
60150 · Facilities Fees	1,985.00
60155 · Tickets & Admission Fees	2,100.00
60160 · Decoration Supplies	3,600.00
60190 · Other Program Supplies	2,900.00
Total 60100 · Program Expenses	15,798.50
60300 · Awards and Grants	
60320 · Cash Awards and Grants	850.00
60330 · Noncash Awards and Grants	100.00
60340 · Specific Assist to Individuals	550.00
Total 60300 · Awards and Grants	1,500.00
60900 · Business Expenses	
60910 · Bad Debts	75.00
60940 · Taxes - Not UBIT	68.30
60960 · Insurance - Liability, D and O	750.00
Total 60900 · Business Expenses	893.30
62100 · Contract Services	
62110 · Accounting Fees	250.00
62120 · Donated Prof Fees - GAAP	3,000.00
62130 · Fundraising Fees	640.00
62150 · Outside Contract Services	5,849.00
62180 · Presentation Fees & Honorariums	450.00

7:25 PM
03/31/11
Accrual Basis

NWA Center for Equality
Profit & Loss Budget Overview
January through December 2011

	Jan - Dec 11
Total 62100 · Contract Services	10,189.00
62800 · Facilities and Equipment	
62840 · Equip Rental and Maintenance	200.00
62870 · Property Insurance	750.00
62890 · Rent, Parking, Utilities	5,724.00
Total 62800 · Facilities and Equipment	6,674.00
65000 · Operations	
65020 · Postage, Mailing Service	1,250.50
65030 · Printing and Copying	5,183.50
65040 · Office Supplies	1,199.50
65042 · Tech Equipment	1,250.00
65043 · Computer Software	100.00
65045 · Art Supplies	210.00
65050 · Telephone, Telecommunications	619.40
65070 · Web Services	620.00
65080 · Staffing Expenses	215.84
Total 65000 · Operations	10,648.74
65100 · Other Types of Expenses	
65110 · Advertising Expenses	1,350.00
65150 · Memberships and Dues	680.00
65180 · Staff Development	1,453.50
65190 · Other Costs	5,852.00
Total 65100 · Other Types of Expenses	9,315.50
68300 · Travel and Meetings	
Donor & Volunteer Recruitment	100.00
68320 · Travel	1,561.00
Total 68300 · Travel and Meetings	1,661.00
Total Expense	56,680.04
Net Ordinary Income	-4,150.04
Net Income	-4,150.04

FUNDING REQUEST FOR NATIONAL VETERANS CREATIVE ARTS FESTIVAL

1. Name of organization/event, tax status and tax identification number.

Veterans Health Care System of the Ozarks (VHSO)
National Veterans Creative Arts Festival
TIN: 71-0548518

2. Contact person with complete address, phone number and e-mail address

Carol E. Kick, Chief, Voluntary Service, Host Site Coordinator, 1100 N. College Avenue, Fayetteville, AR 72703, 479-444-5060, email: Carol.Kick@va.gov.

3. Purpose of event and proposed use of funds generated by organization/event

The National Veterans Creative Arts Festival (NVCAF) is the celebration and grand finale stage and art show, which are the culmination of talent competitions in art, music, dance, drama, and creative writing for Veterans treated in the VA national health care system. VA medical facilities incorporate creative arts into their recreation therapy programs to further the rehabilitation milieu for both inpatients and outpatients. This annual competition recognizes the progress and recovery made through that therapy, and raises the visibility of the creative achievements of our Nation's Veterans after disease, disability, or life crisis. Funds obtained to support this national event will be used to provide transportation, therapeutic art workshops, costs associated with the stage show performance, ceremonies to honor Veteran participants, activities within the community, as well as memorabilia of the local area that will be given to the participating Veterans.

4. Period of operation or event date:

There will be two events associated with this Festival. The first will be the national art competition and judging which will be held June 16th (at the VHSO Auditorium) in Fayetteville. The celebration of the winning artists, i.e. Festival, will be a week-long event held October 17-24, 2011, in Northwest Arkansas.

5. Location or event site:

The Festival event culminates on Sunday, October 23, 2011, with an art exhibit featuring all first-place art entries at the Walton Arts Center (WAC), followed by a gala stage show performance. The stage show is professionally directed with live orchestral accompaniment generously provided by the Music Performance Fund. Tickets are free to the public and actively distributed to assure a full house for the Veterans' performance. Activities at the WAC on Sunday begin at 12:30 p.m. In addition, Veteran artists will be in Fayetteville on the Thursday, Friday, and Saturday prior to the performance for rehearsals at the Walton Arts Center.

6. Brief background of organization and history of event

The National Veterans Creative Arts Festival originated as two competitions; music in 1981 as an observance of the International Year of Disabled Persons, and visual arts (VET ARTS) in 1982. The music competition was renamed the Music Festival in 1984 and the live stage shows were presented in Washington, D.C. at historic Constitution Hall. The Music Festival and VET ARTS merged in 1989; dance,

drama and creative writing divisions were eventually added to become the National Veterans Creative Arts Festival. The Festival, held in a different city every year, generates national, regional, and community interest and support. It receives significant media attention that is key to promoting the message of the healing power of the arts in the lives of America's Veterans. The Veterans Health Care System of the Ozarks will host the 2011 National Veterans Creative Arts Festival in Fayetteville, Arkansas. The week is full of creativity, camaraderie, patriotism, and spirit that culminate in a live stage show performance and art exhibit at the Walton Arts Center in Fayetteville, Arkansas, on Sunday afternoon, October 23, 2011.

7. Expected visitor draw (radius/mileage) prior year visitor count (radius/mileage) and how derived. Host hotel(s) and number of rooms reserved.

The NVCAF will extend invitations to approximately 150 Veterans, their families, and VA staff from across the nation, along with national, regional and state officials to total approximately 400 attendees in northwest Arkansas. In addition, several hundred local community participants and volunteers will be involved in this experience.

This is the first year that Fayetteville has been chosen to host this special event. The Veterans will be housed at the Embassy Suites Northwest Arkansas Spa and Convention Center in Rogers as this was the only facility in northwest Arkansas that could provide sufficient number of hotel rooms (1605) and meet the handicapped accessible needs (105).

8. Image: Is this organization or event identifiable with an attractive and unique feature of our area?

The VHSO has been a large part of the Fayetteville community fabric for over 75 years. Built on land known as "Watermelon Hill," since 1934 the VHSO has been an attractive and unique facility in northwest Arkansas. The VHSO is one of the largest employers in the city. Providing high quality care for our Nation's Veterans, we serve Veterans living in and visiting 23 counties in northwest Arkansas, southwest Missouri, and eastern Oklahoma. More than 519 Veterans come into Fayetteville every day for care at the VHSO. The NVCAF is a celebration of the arts as therapy. Fayetteville is known for its artistic culture. Area attractions such as Terra Studios (will host Festival Veterans for art workshops) and the Walton Arts Center create a natural fit for the VHSO and Fayetteville to host the 2011 NVCAF.

9. Marketing Plan: Advertising, public relations, sales, and whether in-kind donations or purchased. Anticipated media exposure.

Plans are to partner with local radio stations, TV stations, newspapers, the four local Chambers of Commerce, and A&P Commissions for public relations, news releases, and media exposure. In-kind donations will be accepted and promotion materials will be purchased as needed. We are working with Veterans service organizations, i.e. American Legion, VFW, DAV, etc., to promote distribution of event tickets.

10. Marketing plan budgets: advertising, public relations, sales; include prior year budget and expenditures (All funding sources)

This is a first-time event; no prior year budget available. Marketing plan budget looks to utilize in-kind donations, website promotions, social networking, public service announcements, and signage.

11. Funding request: State specific amount requested and what funds will be used for

Requested funding amount: \$10,000. Funds to be used to:

- print a cookbook comprised of local Veterans' stories and recipes which will showcase local photography, and will be used as memorabilia for Veteran attendees
- to purchase supplies for arts workshops; stage show needs
- to provide reception snacks
- to provide signage to welcome the Veterans to northwest Arkansas (such as banners at both ends of Dickson Street)
- purchase local memorabilia highlighting northwest Arkansas

12. Describe how this request meets the criteria of uses of A& P funds

Support of this request will increase tourism by bringing people into the Fayetteville area on two different occasions; June 2011 for the national competition and judging, and October 2011 for the week-long Festival. We expect to fill the Walton Arts Center (1200 seats) on October 23, 2011; people will be coming into Fayetteville on or near the Dickson Street area. The economic impact to the area, particularly on a week and weekend with no other tourist events scheduled in the area, will be significant to the shops and restaurants in the city.

13. Will your project/event influence visitors from outside of Fayetteville to visit our community? Yes X or No _ ? If yes, what is your estimate of :

- Number of visitors to Fayetteville: 1200+
- Number of visitors to Washington County: 1200+
- Number of visitors outside a 100-mile radius of Fayetteville: 700

14. Describe the potential economic impact to a) your organization; b) local tourism related businesses, including restaurants and lodging; c) the community in general. What methods do you plan to use to track the overall economic impact to each?

The potential impact to the VHSO and to northwest Arkansas is significant, not only from an immediate economic impact but from a long-term tourist perspective. The VHSO will not gain monetarily from this event; all funding is used to provide a complimentary event for 150+ Veterans and their families. In addition, the community is invited to attend the art exhibit and stage performance held in downtown Fayetteville free of charge. Any economic, tourist, monetary benefit will be strictly gained by the city of Fayetteville, local businesses, and those enterprises that support this event. Ticket distribution/attendees at the Walton Arts Center will track the number of attendees.

15. Please describe your efforts to include environmentally acceptable and sustainable practices in your event.

The VHSC is very conscientious about environmentally safe and sustainable practices as these are utilized within the facility. Group transportation will be provided for all participants and activities in order to conserve fuel and emissions. Recyclable containers will be available at events and every effort will be made to be green. This event will not generate trash on the streets nor rowdy crowds that will require extra effort on the city to contain.

16. Describe how event will be altered if A & P funding is not secured.

The NVCAF is a week of learning, exploring, fellowship, and celebration of the healing power of the arts. Because the gold, silver or bronze medal winners are already selected to participate in the Festival, there is no competition at the event itself; rather, it serves as a showcase for the top national winners. During the week of the event, participants may attend classes in fine, applied, and craft art, all taught by local artists. As part of the Festival, Veterans visit a variety of local attractions including art museums, galleries, and other sites of interest to area visitors. The Veterans do not pay to attend the Festival. Without local funding, we will have to scale down activities thus not giving our guests a true feeling for the artistic culture of Fayetteville.

17. Provide full financial disclosure of all revenues and expenses. Financial disclosure is required of the requesting organization's regular annual budget and is to be provided in the application for funding. Please provide one copy (this is not counted in the 4 page limit.)

See attached Festival Budget

**2011 NATIONAL VETERANS CREATIVE ARTS FESTIVAL
BUDGET CATEGORIES AND JUSTIFICATIONS**

CATEGORY		Budget
1. Printing and Publications	\$	18,000.00
2. Memorabilia and Apparel	\$	5,000.00
3. Hospitality	\$	3,500.00
4. Sponsor Recognition	\$	7,000.00
5. Closing Ceremonies	\$	19,000.00
6. Meals	\$	145,000.00
7. Lodging	\$	105,531.00
8. Opening Ceremonies	\$	14,000.00
9. Transportation	\$	20,000.00
10. Production	\$	91,469.00
11. Show Selection Process	\$	4,500.00
12. Show and Music Direction	\$	45,000.00
13. 2011 Competition		
14. Shipping & Delivery	\$	9,000.00
15. Equipment		
16. Banners and Signs	\$	4,000.00
17. Facility Rentals	\$	31,000.00
18. Communications	\$	11,000.00
19. Security	\$	1,500.00
20. Photography	\$	2,000.00
21. Public Relations	\$	7,500.00
22. Art Exhibit Display	\$	2,000.00
23. Parking	\$	1,000.00
24. Workshop Materials	\$	3,000.00
25. Orchestra		

Total **\$ 550,000.00**

FUNDING REQUEST FORMAT

Requests should be typewritten and be no longer than 4 pages (one side only). One copy of the funding request should be submitted along with one copy of the annual budget.

1. Name of organization/event, tax status and tax identification number.

Run for Veterans –proceeds benefit veterans at the 7hills Homeless Center

Tax id: #: 73-160-3960

2. Contact person with complete address, phone number and e-mail address

Jerry Bailey Janet Stockton-Taylor

468 S. Mashburn Ave 992 Klenc Rd

Fayetteville, AR 72701 Springdale, AR 72762

Jdbailey@sbcglobal.net arrunner@gmail.com

3. Purpose of event and proposed use of funds generated by organization/event

To support local veterans receiving assistance from 7hills Homeless Center

4. Period of operation or event date

July, 2, 2011 7am – 10am

5. Location or event site

Veterans Memorial Park, Fayetteville, AR and Lake Fayetteville trail system

6. Brief background of organization and history of event

The event was organized in 2009 to support veteran's issues. Our inaugural event supported the National Veterans Wheelchair Games. The Secretary of the Department of Veterans Affairs, Eric K. Shinseki has named ending homelessness for veterans one of his top initiatives. In 2010, in support of the Secretary's goal, the race committee partnered with 7hills Homeless Center to raise funds for their veterans program, providing local support for a national program. All 2011 proceeds will once again support 7hills Homeless veterans.

7. Expected visitor draw (radius/mileage) Prior year visitor count (radius/mileage) and how derived. Host hotel(s) and number of rooms reserved.

This year we expect to have 200 participants for the race in 2011. Last year's race drew around 100 participants to Fayetteville for the event. Although a new event, the race did garner participants from Oklahoma, Missouri and the surrounding counties in northwest Arkansas. This number was derived from the race registration forms.

8. Image: Is this organization or event identifiable with an attractive and unique feature of our area?

Beginning with our inaugural year, we held the race on a portion of the Fayetteville trail system in order to showcase the extensive trail and park system. As our event ages, it is our expectation that we will be identifiable as a fun holiday trail run supporting veterans.

9. Marketing Plan: Advertising, public relations, sales and whether in-kind donation or purchased. Anticipated media exposure

Our race is posted on various runner websites including www.arkanasarunner.com and Running Journal (www.running.net). We're also working with local businesses such as Fleet Feet, and Jay Lewis, owner of RegisterWizad (www.register-wizard.com) to promote the race. We will be placing posters and flyers in businesses throughout Washington and Benton counties. An ad will be placed in the Arkansas Democrat Gazette.

10. Marketing plan budgets: advertising, public relations, sales; include prior year budget and expenditures (All funding sources)

In previous years we've funded the race ourselves. We realize that to grow the event and increase donations for veterans at the homeless shelter we need to acquire sponsors. Last year we spent approximately \$200 printing flyers that were posted in high traffic businesses such as coffee shops and eateries. We also emailed flyers to several hundred runners who are members of TriSport Club.

11. Funding request: State specific amount requested and what funds will be used for

- Designing and printing posters and flyers - \$500
- Operating expenses (insurance, medals, t-shirts with event and sponsors logos)
 - Insurance - \$375
 - T-shirts (\$15 x 200) \$3000
 - Medals - \$300
 - Trophies - \$60
 - Chip Timing - \$500

12. Describe how this request meets the criteria of uses of A & P funds

Our race promotes the parks and trail system and the city of Fayetteville to an active and dedicated running community which is sure to remember the city as a place worth visiting. It also features Fayetteville during the July 4th holiday as a city which honors and honors our nation's veterans in need.

13. Will your project/event influence visitors from outside of Fayetteville to visit our community? Yes X No _____. If yes, what is your estimate of

- Number of visitors to Fayetteville 100-150
- Number of visitors to Washington County 100
- Number of visitors outside a 100 mile radius of Fayetteville 25

14. Describe the potential economic impact to a) your organization; b) local tourism related businesses, including restaurants and lodging; c) the community in general.

What methods do you plan to use to track the overall economic impact to each?

- a) Our organization will be impacted by providing funds to maintain veteran's services at 7hills.
- b) Participating in an athlete event, by default, creates a group of hungry individuals who will be visiting local restaurants with their family and friends before returning to their

hometowns. As with the previous races, we will promote the local eateries via the products and coupons they donate to our race.

- c) By featuring the parks and trails system we're enticing the participants, their family and friends to stay and play in Fayetteville.

Although we're a small organization and unable to track the economic benefits to the community we have received positive feedback on the response to coupons provided by area businesses such as Andy's Frozen Custard.

15. Please describe your efforts to include environmentally acceptable and sustainable practices in your event.

We provide recycling containers at the event. This year we plan to use chip timing provided by a local business partner therefore eliminating paper race bibs entering the waste stream.

16. Describe how event will be altered if A & P funding is not secured.

We want to provide a quality event to our participants and the city of Fayetteville. Without A&P funding we will not be able to advertise and promote the race as successfully which could affect participant numbers.

17. Provide full financial disclosure of all revenues and expenses. Financial disclosure is required of the requesting organization's regular annual budget and is to be provided in the application for funding. Please provide one copy (this is not counted in the 4 page limit.)

see attached:

Run for Veterans

2010 Donations and Expenses

Expenses	
Participant dog tags	\$213
Promotional for participants hats	\$1080
Race insurance	\$300
Winner trophies	\$39
Total	\$1632

Donations	
VA Employees Association	\$100
Jerry Bailey	\$200
Janet Stockton-Taylor	\$500
NWA Federal Credit Union	\$100
Sherry Smith	\$20
Frank Quinn	\$50
Total	\$970

Product Donations:

Donations	Door Prize	Goodie Bag	Vol Bag	other	comments	Food	
Hogeye		X			flag pins	Ozark Natural Foods	Banana's
Pharmavite		X			Soy Joy		Oranges
Pharmavite		X			NatureMade Vitamins	Hiland	yogurt
Pharmavite		X			\$6 NatureMade coupons		Chocolate Milk
Pharmavite		X			Soy Joy coupon		
BOF		X			coin purses		
MarketPlace Express	X				gift certificate		
MarketPlace Express	X				gift certificate		
courthouse concepts		X			pens		
Danaher	X				tools		
Starbucks	X				coffee		
Starbucks	X				coffee		
City of Fayetteville	X				Fayetteville t-shirt		
Petra Cafe	X				2 Tshirts		
NWAFCU		X			suckers		
NWAFCU		X			pens		
Hooters	X				3 coupons for 50 wings each		
Fayetteville Visitors Bureau				x	bags		
Andy's Frozen Yogurt		X			Free cones		
World Gym				X	Tshirts for Volunteers		
World Gym		X			water bottles		
Coldstone Creamer	X				coupons		



DEPARTMENT OF VETERANS AFFAIRS
ASSISTANT SECRETARY FOR INFORMATION AND TECHNOLOGY
WASHINGTON DC 20420

JUL 16 2010

Janet Stockton-Taylor
992 Klenc Road
Springdale, AR 72762

Dear Ms. Stockton-Taylor:

It is a distinction to come across a group of individuals who go above and beyond the call of civic and workplace duty and dedicate themselves to those who are in need. As founders of '4 on the 4th Run for Veterans' you and your fellow colleagues at the Veterans Health Care System of the Ozark in Fayetteville, Arkansas raised the bar and set an incredible standard of excellence for VA employees nationwide.

On behalf of your esteemed colleagues in the Office of Information & Technology at the U.S. Department of Veterans Affairs, I thank and salute you and your team in its selfless commitment in helping the Department achieve its goal in ending homelessness for all Veterans.

You and your colleagues have truly started a legacy of philanthropy and social action that will benefit many people for many years to come.

Sincerely yours,

A handwritten signature in cursive script that reads "Roger W. Baker".

Roger W. Baker

Love the hat!
Thanks!



THE SECRETARY OF VETERANS AFFAIRS

WASHINGTON

July 15, 2010

Ms. Janet Stockton-Taylor
992 Klenc Road
Springdale, AR 72762

Dear Ms. Stockton-Taylor:

Thank you for the running cap and for your commitment to our Veterans by establishing the "4 on the 4th - Run for Veterans" race. The Department of Veterans Affairs is proud at what you are doing in support of our Nation's Veterans.

Sincerely,

A handwritten signature in cursive script, reading "Eric K. Shinseki", is written over a horizontal line.

Eric K. Shinseki

1. Name of organization/event, tax status and tax identification number.

Fayetteville Roots Festival.

Tax status and partnership in process.

2. Contact person with complete address, phone number and e-mail address

Bryan Hembree

865 N Lewis Avenue, Fayetteville AR 72701

Phone: 479 422 3627

Email: bhembree3@gmail.com

3. Purpose of event and proposed use of funds generated by organization/event:

Community. Fayetteville Roots Festival is focused and committed to the local community. While seeking outside of our region for festival support, sponsors and attendants, Fayetteville Roots Festival is about the positive enrichment of the local culture and local business scene. Visitors to the Fayetteville Roots Festival will experience a taste of Fayetteville in it's natural state.

4. Period of operation or event date

August 26 – 28, 2011

5. Location or event site

Friday, August 26 Town Center Plaza

Saturday, August 27 Town Center Plaza and Walton Arts Center

Sunday, August 28 Greenhouse Grille.

6. Brief background of organization and history of event

Bryan Hembree, of 3 Penny Acre, started the Fayetteville Roots Festival in 2010. The festival was to highlight Folk, Americana, "Roots" music in an urban setting within Fayetteville city limits. Bryan saw an opportunity to bring superb musicians into our community and also highlight the wealth of talent already here. 2010 was a success. Those in attendance raved about the event and are anxiously awaiting the 2011 event. Visit <http://breakfastontour.com/drupal/FRF+2010+line+up> to read a review, and visit <http://www.wix.com/3pennyacre/3pennyacre> to preview the 2010 festival highlights. After 2010 festival, Jermy Gawthrop of Greenhouse Grille and Brandon Karn of Jammin' Java joined on as festival coordinators for the 2011 Fayetteville Roots Festival.

7. Expected visitor draw (radius/mileage) Prior year visitor count (radius/mileage) and how derived. Host hotel(s) and number of rooms reserved.

A. Expected draw 2011: 2000 people, 10 state region, 500 mile radius

B. Prior year count: 450 people, 7 state region, 300 mile radius

8. Image: Is this organization or event identifiable with an attractive and unique feature of our area?

Indeed, and in ways that are not always highlighted by other events and festivals in the area. Fayetteville has a long history of music, culture and food. Fayetteville Roots Festival is about highlighting the all of the attractive and unique features of our area. Features like local music, local foods, local artists and performers, our environment and natural beauty.

9. Marketing Plan: Advertising, public relations, sales and whether in-kind donation or purchased. Anticipated media exposure

A. Advertising: Relying on media sponsorship and purchased promotion, attain comprehensive coverage of our immediate area and in the surrounding region. Including Washington, Benton, Madison and Newton Counties. Metro areas including Little Rock and Fort Smith, AR, Tulsa and Oklahoma City, OK,

Joplin, Springfield, Kansas City, St. Louis and Columbia, MO, Dallas and Austin, TX, Memphis and Nashville, TN.

1. Print Media: Newspapers, Posters, Flyers and Banners

a. Local and regional newspapers for feature articles, advertisements, non-profit public relations and calendar listings.

b. Posters and Flyers to distribute to supporting business both local and regionally based. Distribute at regional music and arts festivals, local and regional concert events and shows. This facilitates exposure to thousands of tourists, travelers and potential festival goers from in and out of state. Volunteer Street Team to assist with the actual distribution and 'grass-root' style marketing.

c. Banners to be displayed at supporting businesses, sponsored locations such as Walton Arts Center, KUAF, Greenhouse Grille, Jammin' Java and across Dickson Street.

2. Radio: Relying on media sponsorship, and station interest to utilize cross promotion, ticket give away and live remote broadcasting.

a. Media Sponsorship has been established with KUAF, with full support of the event. Multiple cross promotional efforts are currently in development, which are planned to be both

b. Student radio support, also acts as sponsorship.

c. Paid advertisement on local and regional stations.

3. Internet/Web Based Promotion:

a. Purchase advertisements on music based sites

b. Development of Fayetteville Roots Festival

c. Cross-Promotion with online sponsors

d. Social Networking

4. Television:

a. Amount based on local station interest and media sponsorship to gauge frequency of media exposure.

b. Public Access Television and Community Access Television

5. Self Promotion and Local Cross Promotion:

a. Utilizing Social Networking, free web based listings, calendars, blog space and web sites dedicated to music.

b. Local sponsorship and In Kind donations create a well rounded community event and show the support of local business.

c. Artist promotion utilizing email lists, social networks and brand recognition.

B. Public Relations: Showing support of Community and raise Non-Profit Awareness

1. Pre Festival PR: A well defined concept of the festival's community commitment will be a focused direction of the promotion. Identify the non-profit involvement, fundraising and intent of the festival for the Feed Fayetteville project.

2. During Festival PR: Festival activities and fundraising to occur during the course of the event to involve the public in the fundraising and creating awareness. Sponsor, VIP and Musician Reception to be held during the event.

3. Post Festival PR: Thorough press and postings of the festivals success, fundraising accomplishments, number of attendants and testimonies of the public. Creating a lasting and positive impact on the communities perspective of the event.

C. Sales (Donations or Purchased):

1. Media purchased- \$10,000/ Media sponsorship- \$15,000

D. Media Exposure:

Throughout the entire media campaign for Fayetteville Roots Festival, over one million people will be potentially exposed to the event.

10. Marketing plan budgets: advertising, public relations, sales; include prior year budget and expenditures (All funding sources).

A. Advertising: \$25,000

1. Including Print Media, Radio, Web based Media, Television, Self Promotion

B. Public Relations: \$0

1. Pre, During and Post event public relations

C. Sales: *Based on estimated attendance and sales at overall event. Including Friday, Saturday and Sunday Events, plus post festival sales.

1. Ticket Sales \$ 54,100
 - a. Friday Night Jamboree: 200 @ \$10 totaling \$2,000
 - b. Saturday Farmer's Market Concert: *Public show
 - c. Main Event at Walton Arts Center: 1200 @ \$40 average totaling \$50,000
 - d. Brunch in the Round: *Public Sow
 - e. Closer Show at Greenhouse Grille: 140 @ \$15 totaling \$2,100
2. Merchandise Sales \$6,000
 - a. Pre, during and post festival merchandise sales
3. Vending and Merchandise Booth Sales: \$2,000
4. Vending Sales to benefit festival (food and beverage): \$2,000

Prior Year (Budget and Expenditures): 2010 Fayetteville Roots Festival- \$20,000

Funding Sources:

1. Private Funding and Silent Partners
2. In Kind Sponsorship
3. Paid Sponsorship

11. Funding request: State specific amount requested and what funds will be used for-

1. Funding request- \$10,000
2. All paid advertising and promotional costs (listed above).

12. Describe how this request meets the criteria of uses of A & P funds:

Funds will be used for advertising and promotion of the Fayetteville Roots Festival, which in turn will generate funds into Fayetteville tourism.

13. Will your project/event influence visitors from outside of Fayetteville to visit our community? Yes

Number of visitors to Fayetteville?: 2,200

Number of visitors to Washington County?: 2,200

Number of visitors outside a 100 mile radius of Fayetteville?: 800

14. Describe the potential economic impact to a) your organization; b) local tourism related businesses, including restaurants and lodging; c) the community in general. What methods do you plan to use to track the overall economic impact to each?

Fayetteville Roots Festival is a new music festival idea for Fayetteville. This is an urban festival which will highlight all downtown businesses. The Friday night event will benefit all businesses on the square, restaurants and shops. Saturday morning will add another element of Fayetteville's "funkiness" as the shoppers of Farmer's Market. It adds to the aura that is downtown Fayetteville, and threads our community even closer together with music. Saturday night will see over a thousand extra visitors to the Dickson Street area – before and after the Walton Arts Center shows. Sunday events will take place at Greenhouse Grille, a jewel in the crown of Fayetteville. Those from out of town will leave Fayetteville with a good "taste" in their mouth. The economic impact can easily be tracked by tickets sales and attendance counts, revenue increases of participating businesses (Jammin Java, Greenhouse Grille). The Saturday morning event will be captured by video and photos.

15. Please describe your efforts to include environmentally acceptable and sustainable practices in your event.

A. The "Greening" of the Fayetteville Roots Festival will be applied in numerous ways, to multiple areas of the event.

1. Printing to be produced on a post-consumer recycled material with soy based ink. Including posters, handbills, flyers, programs, passes and tickets.

2. All food and beverage distribution to utilize compostable and biodegradable serving wares, recycle waste bottles, cans, paper and plastic.

3. Comprehensive recycling areas at all indoor and outdoor events, including thorough trash/litter pick up effort coordinated by Roots Festival "Green-Team".

4. Selected Environmental Organizations represented at event. From direct action and participation, to involvement as a participant in the information and arts booths at the main event at Walton Arts Center.

5. Utilize Fayetteville Farmer's Market and local farms to supply as much food as possible used at event. Including catering, vending and staff meals.

6. In town traveling and commuting performed in vehicles powered by bio-diesel.

16. Describe how event will be altered if A & P funding is not secured.

If A&P funds are not secured the advertising and promotion of the event will not have the overall regional impact and frequency of promotion.

17. Provide full financial disclosure of all revenues and expenses. Financial disclosure is required of the requesting organization's regular annual budget and is to be provided in the application for funding. Please provide one copy(this is not counted in the 4 page limit.) *See above for revenues.

1. Expenses: \$65,500

A. Artist- \$18,000

B. Venue, staging and production costs- \$7,500

C. Staffing- \$8,000

D. Non-Profit Revenue Sharing- \$12,000

F. Hospitality and Lodging- \$5,000

G. Advertising- \$10,000

H. Misc.- \$5,000

**FAYETTEVILLE ADVERTISING & PROMOTION
FUNDING REQUEST
FOR FAITH IN ACTION**

1. **Name of organization:** Faith in Action (Washington Regional Foundation)
Event: Savor the Flavor 2011
Tax status: 501c(3)
Tax identification number: 71-0664685
2. **Contact Person:** Jaclyn Keeter
Address: 12 E. Appleby Road, Fayetteville, AR 72703
Phone Number: 479-463-7860
Email: jkeeter@wregional.com
3. **Purpose of event and proposed use of funds generated by organization/event:**
Savor the Flavor is the only fundraiser done to support the Faith in Action program. Funds generated from this event will go directly to help seniors in the region be able live independently maintaining quality of life and avoiding premature placement in a care facility.
4. **Period of operation or event date:** September 6, 2011 from 5:00 p.m. to 10:00 p.m.
5. **Location or event site:** Savor the Flavor takes place along Fayetteville's renowned Dickson Street from the Garden Room near the intersection of North Church Street to Power House Restaurant at the end of North Gregg Street.
6. **Brief background of organization and history of event:**
Faith in Action is a volunteer-based program providing non-medical services to homebound seniors (60 plus) to help them maintain their independence and quality of life with dignity. These services include: transportation to medical visits, grocery store, or to run essential errands; friendly visits; grocery shopping for the client; reading mail; light chore assistance; telephone reassurance; and yard work. All services by Faith in Action are free-of-charge to our clients.
This is the 9th year for Savor the Flavor and each year its reach to the community and surrounding areas is further and further.
7. **Expected visitor draw (radius/mileage):** 700 guests from Pineville, MO to Conway, AR (204 miles radius)
Prior year visitor count (radius/mileage) and how derived:
543 guests/700 tickets sold (2010) – rained all night
629 guests/700 tickets sold (2009)
Host hotel(s) and number of rooms reserved: not applicable
8. **Image: is this organization or event identifiable with an attractive and unique feature of our area?**
When using a web-based search engines (*Bing & Yahoo!*) for Dickson Street, Fayetteville, AR, there were seven hundred forty-seven thousand (747,000) website hits. Dickson Street is a popular attraction for visitors and residents alike. Savor the Flavor doesn't promote an

individual restaurant or group, but promotes the full dining experience available at participating restaurants along Dickson Street.

9. Marketing plan:

- a. We will utilize donated advertising space from local social magazines – CitiScapes Metro Monthly as well as Celebrate Arkansas. Additionally, we will have a limited number of ads placed with Northwest Arkansas Media through an in-kind partnership agreement. Celebrate Arkansas Magazine will also have a food feature in their August edition highlighting several Dickson Street restaurant dishes that will be served at Savor the Flavor.
- b. Social media outlets through Washington Regional Medical System (Facebook and Twitter) as well as social media outlets through CitiScapes Metro Monthly, Celebrate Arkansas, and 3W Magazine will feature the event and Dickson Street Entertainment District as early as June 2011. Constant Contact e-marketing will be used through Washington Regional Foundation to promote the event beginning June 2011 and concluding late August 2011.
- c. In-kind partnership agreements with Clear Channel Radio stations and with KUAF will feature a limited number of PSAs for the event to encourage sponsorships and ticket sales in late Summer 2011.
- d. We will pursue additional free/in-kind promotion through the area Chamber of Commerce organizations in Northwest Arkansas and throughout the state of Arkansas, Gas Station Television, Fayetteville Flyer and statewide event promotion websites.

10. Marketing plan budgets: \$0

11. Funding request (amount and usage): \$3,500 - As we have no budget available for printing or advertising, the \$3,500 would allow us to complete a number of important objectives:

- a. Professional printing – We will use funds to print Save the Date cards, posters, additional materials needed for our event with a professional print shop in Fayetteville. This will enhance the creativity, design, and function of our printing efforts and allow us to provide a more professional “look and feel” for our event.
- b. Additional advertising – With A&P funds, we can purchase advertising with statewide publications and event magazines in other communities such as Fort Smith, AR, Springfield, MO and Conway, AR. Since Savor the Flavor falls the Tuesday after Labor Day, it can easily be publicized as a wonderful conclusion to a Labor Day trip/visit to Northwest Arkansas.

12. Describe how this request meets the criteria of uses of A & P funds:

In our opinion, this event meets all the considerations for support outlined in the guidelines for funding requests.

- o **Attraction of visitors:** 47% (321/690) of ticket holders and 57% (44/77) of volunteers were not from Fayetteville.

- **Economic Impact:** While the ticket proceeds go to Faith in Action, the number of STF attendees that frequent the participating establishments after the event is immeasurable.
- **Potential for repeat business and return visitors:** As stated above, many restaurants and vendors participate in Savor the Flavor because they know it brings more business their way. For instance, the Garden Room owner stated they have received three wedding bookings strictly from the STF ticket holders experience during our event.
- **Improvement of the city's hospitality and overall public image:** Each of the participating restaurants does so without payment for expenses they incur making their services and products a donation to Faith in Action. FIA staff is eager to tell the impact STF has on our program, but, as a part of that story, express how STF wouldn't be possible without the support of our local restaurants on Dickson Street. What better way to gain recognition as a hospitable and generous community than to collectively come together to raise funds to assist seniors and share fine cuisine with a host of individuals from all walks of life.

13. Will your project/event influence visitors from outside of Fayetteville to visit our community?

- a. **Number of visitors to Fayetteville:** As stated above, approximately 365 individuals attend Savor the Flavor who were visitors to Fayetteville in 2010.
- b. **Number of visitors to Washington County:** 186 ticket holders and volunteers where visitors to Washington County in 2010.
- c. **Number of visitors outside a 100 mile radius of Fayetteville:** The majority of guests that come from more than 100 miles away are related to business and industry sponsorships. There are approximately 20 individuals who are expected to be at the event from outside a 100 mile radius of Fayetteville.

14. Describe the potential economic impact to:

- a. **Your organization:**
Savor the Flavor provides approximately 55% of the annual program operating costs for Faith in Action. Without this event, Faith in Action wouldn't be able to provide much needed services to our clients.
- b. **Local tourism related businesses, including restaurants and lodging:**
Event guests participate in a walking tour of Dickson Street. As guests travel along the tour route, they have the opportunity to take notice of all the businesses along the way. Ticket holders frequent restaurants involved in STF more after the event. As a program, we hear from people how much they enjoy supporting restaurants who participate in Savor the Flavor.
- c. **The community in general:**
Faith in Action impacts our community as a whole.

What methods do you plan to use to track the overall economic impact to each?

FIA staff continually seeks new ways to increase revenue for Savor the Flavor since it is the main source of income for our program. A grant from the A & P Commission would help enhance the event, marketing reach, and programmatic success. This year, we would like to implement a way to track customer return traffic for our participating restaurants. We will be working with restaurants to come up with the best way to implement new strategies to track this information.

15. Please describe your efforts to include environmentally acceptable and sustainable practices in your event:

STF uses environmentally acceptable and sustainable practices where it is possible. Below is a list of ways we've tried to implement such practices:

- Reusable décor – purchasing or making decoration items that can be used from year to year. Also, have worked with local florists to make arrangements for our event and then come pick them up to use them at another event after STF.
- Recycle cans and bottles.
- Use products made from recycled materials such as paper, disposable dessert plates and beverage ware.
- The majority of participating restaurants to use non-disposable drinking, dinnerware, and utensils.
- STF is a walking tour; thereby guests aren't using their vehicles to transport themselves to and from establishments. Three shuttle buses are available for those who are unable to complete the tour without transportation.

16. Describe how event will be altered if A & P funding is not secured:

If A & P funding is not secured, funds would have to be redirected from revenues to cover a portion of the costs associated with the proposal. This redirection of revenues would take away from supporting the free services of Faith in Action.

17. Full financial disclosure of all revenues and expenses.

Faith in Action – 2011 Budget		
Expenses		\$116,621
Supplies and Services	29,641	
Labor	73,980	
FICA	5,659	
Benefits	7,341	
Revenues (Projected)		\$177,000
Fundraising	177,000	



1. Name of organization/event, tax status and tax identification number.

Arkansas Convention & Event Marketing, Inc.

Tax Identification: #20-8321555

2. Contact person with complete address, phone number and e-mail address

John McClure

413 West 4th Street, Suite B

North Little Rock, AR 72114

501.993.7502

jmccclure@arconventionsandevents.com

3. Purpose of event and proposed use of funds generated by organization/event

The purpose of the 2nd Annual Ozark Harvest Food Festival is to increase public education, awareness, and access to local foods in Northwest Arkansas. This event will serve as a tool for chefs, restaurants, and farmers by helping these diverse groups develop relationships and work collaboratively. The Ozark Harvest Food Festival will partner some of Northwest Arkansas's best chefs, restaurants and catering companies with local farmers, allowing them to demonstrate their cooking skills to create local delicacies to be sold to the public in a fun, festive, and educational atmosphere. Locally grown foods have the reputation for being affordable only to the wealthy, and we're working to change that misperception by offering good, local food to families of all income levels and at affordable prices. This festival is meant not only to provide fun and educational opportunities to our community but also to strengthen the local economy by supporting and promoting local restaurants and farms. The Ozark Harvest Food Festival is a natural step toward making Northwest Arkansas a viable "food destination," a goal that would benefit not only our community's quality of life but would also bring tourists and their dollars from across Arkansas and the region into our area, while promoting the high quality of local chefs, restaurants, and farmers we're fortunate to have in and around Fayetteville.

4. Period of operation or event date

The Ozark Harvest Food Festival is scheduled for Fall 2011



5. Location or event site

Downtown Fayetteville Square or in tandem with Fayetteville ArtBeats Festival

6. Brief background of organization and history of event

In 2010, we hosted the 1st Annual Ozark Harvest Food Festival to wide public acclaim as some of the area's top chefs and restaurants were able to showcase their cooking skills to a captive audience who left with full bellies and a pride in the high quality of culinary expertise available in Fayetteville. By all accounts, the 1st Annual Ozark Harvest Food Festival was a success, and we hope to build on last year's momentum.

The 2nd Annual Ozark Harvest Food Festival was established as a way to continue this celebration and highlight the creative cooking and talents of some of Fayetteville's finest chefs and restaurants in a community-wide event that is accessible to everyone.

The festival is utilizing an Arkansas-based event planning company, Arkansas Convention & Event Marketing, Inc., that has a history of developing successful food festivals events in Fayetteville, Central Arkansas and New Orleans. The owner of the company is a graduate of the University of Arkansas and sits on the Advisory Board for the University of Arkansas's Hospitality and Restaurant Program. We will include the school's students in the event by giving them first-hand experience in event development and implementation.

7. Image: Is this organization or event identifiable with an attractive and unique feature of our area?

The 2nd Annual Ozark Harvest Food Festival will highlight one of the most valuable and unique features of Northwest Arkansas, the multitude of chefs and restaurateurs that represent the many different flavors of Fayetteville! In addition to highlighting our locally grown food, the festival will focus attention on highly talented local chefs that have chosen to make Fayetteville their home. By using local foods in each dish made and sold, the chefs will be able to create unique and tasty treats, while also testing their abilities. It will allow them to promote the skills they have developed and will provide a taste of what they have to offer at each of their unique eateries. We also want to promote a healthier lifestyle by encouraging fresh food consumption and camaraderie among residents, restaurants and chefs.



8. Marketing Plan: Advertising, public relations, sales and whether in-kind donation or purchased.

We plan to market the event not only in Fayetteville, but across Northwest Arkansas and Central Arkansas via web, print, radio and television. Most of our advertising will be through partnerships we have developed with local and state media outlets, and due to the uniqueness of the festival, we'll gain plenty of attention. Sponsorship sales key component to a successful event, and we believe that the festival will be able to draw a variety of sponsors that see the benefit of participating in a family-friendly, festive and highly-attended food festival.

We expect that there will be much media coverage. The abundance of the fall harvest, families coming together to enjoy good food, and the increased interest in eating locally— all are great stories and good images, and we believe that many of the local television stations, papers, online news outlets, and radio stations will want to cover the event. We will also have a local “foodie” blogger blogging from the event.

9. Marketing plan budgets: advertising, public relations, sales; include prior year budget and expenditures (All funding sources)

See attached proposed budget.

10. Funding request: State specific amount requested and what funds will be used for

We request \$5,000.00 to assist us with production and advertising costs, facility rental, security, tent rental, management of event, and materials expenses.

11. Describe how this request meets the criteria of uses of A & P funds

The funds will be used to promote the City of Fayetteville as a food destination and to spotlight the great local cuisine. The festival will also highlight food prepared by our talented chefs, restaurants, and catering companies, who use locally-grown and locally-produced foods.

12. Will your project/event influence visitors from outside of Fayetteville to visit our Community?

Yes__X__



13. Describe the potential economic impact to a) your organization; b) local tourism related businesses, including restaurants and lodging; c) the community in general. What methods do you plan to use to track the overall economic impact to each?

Fayetteville Ozark Harvest Food Festival will draw visitors to Fayetteville by creating an exciting venue to experience innovative foods, educational food preparation and sustainability presentations and. We will work with area hoteliers and restaurateurs to determine the economic impact on the City of Fayetteville.

14. Please describe your efforts to include environmentally acceptable and sustainable practices in your event.

It is of extreme importance that Fayetteville be an example to all sustainable events with a minimal of a carbon footprint. We will encourage the use and reuse of materials including providing recycling bins on site, promoting local foods, restaurants and chefs, working with local businesses to provide the necessary on-site rentals and materials. Arkansas Convention & Event Marketing, Inc. has a Sustainability Coordinator on-staff who will be a vital presence during all stages of event development and implementation.

15. Describe how event will be altered if A & P funding is not secured.

Arkansas Convention & Event Marketing, Inc. is dedicated to moving forward with the food festival in 2011, hopefully with the support of the Commission. One of our company goals is to promote Fayetteville and Arkansas as food destinations because we sincerely believe that, in time, we can create a food festival that is a highly anticipated annual event for visitors and residents alike. We will continue to seek sponsors via other outlets and feel we will be successful. Monies and support received from the Fayetteville A & P will give us credibility when making sales calls to prospective sponsors and partners. A & P funding will put the Ozark Harvest Food Festival in a position to get the exposure it deserves. Last year's success has enabled the festival to build a foundation for the future and allow us to continue to grow and develop the event into a world-class food event that benefits Fayetteville this year and for years to come. Local food and chef promotion will demonstrate how Fayetteville is gaining exposure for its cuisine.

Community support will be a vital ingredient in our success in promoting area restaurants and chefs. We hope to provide a first-class event with the uniqueness of reminding attendees to celebrate the abundance of the land that surrounds them.



2nd Annual Ozark Harvest Food Festival 2011

Category	Estimated Cost
Stage and Entertainment	
Entertainment	\$500.00
Misc.	\$500.00
Total Staging	\$1,000.00
Sound/Lighting	
Sound Equipment	\$500.00
Electrical	\$500.00
Total Sound/Lighting	\$1,000.00
Site Set-Up	
Festival Insurance	\$750.00
Barricades	\$100.00
Radios	\$50.00
Security	\$500.00
Tents	\$2,500.00
Tables/Chairs	\$250.00
Port-o-lets	\$425.00
Hand washing Stations	\$750.00
Signage	\$600.00
Misc.	\$500.00
Total Site Set Up	\$6,425.00
Marketing	
Printing/Postage	\$100.00
Signage	\$500.00
Media	\$150.00
Photographer	\$100.00
Misc.	\$500.00
Total Marketing	\$1,350.00
TOTAL FESTIVAL	\$9,775.00



1. Name of organization/event, tax status and tax identification number.

Arkansas Convention & Event Marketing, Inc.

Tax Identification: #20-8321555

2. Contact person with complete address, phone number and e-mail address

John McClure

413 West 4th Street, Suite B

North Little Rock, AR 72114

501.993.7502

jmccclure@arconventionsandevents.com

3. Purpose of event and proposed use of funds generated by organization/event

The purpose of the Northwest Arkansas Cheese Dip Classic is to promote Arkansas's culinary export and our state's gift to the world, CHEESE DIP! After our hugely successful World Cheese Dip Championship ("WCDC") last October in North Little Rock, we realized that Fayetteville has a cheese dip obsession that rivals the top cheese dip Meccas. There is a cheese dip culture in Fayetteville and across the region that needs to be exploited, and last year's WCDC's Amateur Division Winner is from Fayetteville. This family event will give each attendee a chance to determine the greatest cheese dip creation from our entries; the winning professional and amateur cheese dip from the Fayetteville tournament will win a cash prize as well as entry into the World Cheese Dip Championship held in Little Rock at War Memorial Stadium on September 24, 2011.

This event will serve as a tool for chefs and restaurants, as well as neighbors and friends, to come together and enjoy the ultimate comfort food. The NWA Cheese Dip Classic will provide some of the greatest cheese dips to taste and enjoy. Because it is a family event and its location at the Arkansas Music Pavilion, the festival will draw people from throughout the region that will come earlier and stay longer; restaurants, retail establishments, and lodging facilities will all benefit from the increased tourism.

And it's all for a good cause! We will partner with a free, local health care provider in Fayetteville to benefit from our fun and get some much-needed support and publicity for the vital care they provide. The World Cheese Dip Championship also supports a local, free health care provider, Harmony Health Clinic.



4. Period of operation or event date

The NWA Cheese Dip Classic is scheduled for Fall 2011.

5. Location or event site

Arkansas Music Pavilion at the Northwest Arkansas Mall

6. Brief background of organization and history of event

In 2010, we created the 1st Annual World Cheese Dip Championship presented by Velveeta and Ro*tel to spotlight Arkansas's legacy as the Cheese Dip Capital of the World. Arkansans love their cheese dip so much that we feel obligated to share, what we think, is the greatest appetizer and meal complement that exists, and Fayetteville is our next stop on the Cheese Dip Obsession Tour!

In North Little Rock, the World Cheese Dip Championship drew an astonishing crowd of more than 6,000! We want to bring that experience to Fayetteville!

The festival is utilizing an Arkansas-based event planning company, Arkansas Convention & Event Marketing, Inc. The owner of the company is a graduate of the University of Arkansas and sits on the Advisory Board for the University of Arkansas's Hospitality Department. We will include the department's students in the event by giving them experience in event development and implementation as well as crowd management.

7. Image: Is this organization or event identifiable with an attractive and unique feature of our area?

The NWA Cheese Dip Classic will highlight one of the staples of Fayetteville restaurants, family dinner tables, parties and tailgating gatherings. This unique event will offer amateurs and professionals the opportunity to present their version of what they think is the best cheese dip around. The WCDC had competitors from smaller competitions at businesses, churches, and civic groups; we want to duplicate that enthusiasm in Fayetteville.



8. Marketing Plan: Advertising, public relations, sales and whether in-kind donation or purchased.

We plan to market the event not only in Fayetteville, but across Northwest and Central Arkansas, Western Oklahoma, and Southern Missouri via web, print, radio and television. Most of our advertising will be through partnerships we have developed with local, state and national media outlets. We believe that local retail, dairy and food outlets are likely to jump at the chance to be a part of this fun and tasty day, as participants and/or sponsors.

We will give Fayetteville ample positive exposure through the anticipated media coverage and will move Fayetteville another step closer to being a nationally recognized food destination. We believe that many of the local television stations, papers, online news outlets, and radio stations will want to cover the event. We will also have a local "foodie" blogger blogging from the event.

9. Marketing plan budgets: advertising, public relations, sales; include prior year budget and expenditures (All funding sources)

See attached proposed budget.

10. Funding request: State specific amount requested and what funds will be used for

We request \$10,000 to assist us with production and advertising costs, facility rental, security, tent rental, management of event, and materials expenses.

11. Describe how this request meets the criteria of uses of A & P funds

The funds will be used to celebrate the City of Fayetteville and its local cheese dip. We will promote the City of Fayetteville, the NWA Mall and the AMP to the thousands that we look forward to hosting as we encourage overnight guest lodging and work to produce an annual, sustainable event to look forward to year after year. As we grow over the years, we expect to fill hotels, restaurants, and retail establishments. We look forward to Fayetteville hosting one of the Annual Classics, held prior to the WCDC each year.

12. Will your project/event influence visitors from outside of Fayetteville to visit our community?

Yes ☒ X ☐



13. Describe the potential economic impact to a) your organization; b) local tourism related businesses, including restaurants and lodging; c) the community in general. What methods do you plan to use to track the overall economic impact to each?

NWA Cheese Dip Classic will draw visitors to Fayetteville to sample numerous cheese dips while benefiting a worthwhile organization. We will have local musicians to entertain the crowds, children's activities for families and, of course, a wide selection of cheese dip to sample and judge!

14. Please describe your efforts to include environmentally acceptable and sustainable practices in your event.

It is of extreme importance that Fayetteville be an example to all sustainable events with a minimal of a carbon footprint. We will encourage the use and reuse of materials including providing recycling bins on site, promoting local foods, restaurants and chefs, working with local businesses to provide the necessary on-site rentals and materials. Arkansas Convention & Event Marketing, Inc. has a Sustainability Coordinator on-staff who will be a vital presence during all stages of event development and implementation.

15. Describe how event will be altered if A & P funding is not secured.

Arkansas Convention & Event Marketing, Inc. is dedicated to moving forward with the NWA Cheese Dip Classic in 2011, hopefully with the support of the Commission. One of our company goals is to promote Fayetteville and Arkansas as food destinations and create fun food festivals. We will continue to promote the festival and cheese dip in general but would be able to do so more easily with the Fayetteville A & P behind us. Our target markets include Tulsa, Branson, Joplin, Ft. Smith, and, of course, Central and Northwest Arkansas; with your support, we will be able to advertise the event and promote Fayetteville.

Because of the competitive nature of the event, in terms of the competition for monetary prizes and entry into the World Cheese Dip Championship, we can look forward to a great new event that grows bigger and bigger each year.



NWA Cheese Dip Classic 2011

<u>Expenditure Category</u>	<u>Amount</u>
<u>Entertainment</u>	
Venue	\$ 2,500.00
Entertainment	\$ 2,000.00
Green Room	\$ 500.00
Security	\$ 500.00
Other	\$ 1,000.00
Total Staging	\$ 6,000.00
<u>Audio Video Equipment</u>	
Sound Equipment - Stage Backline	\$ 1,000.00
Sound Equipment - Stage Front of House	\$ 1,000.00
Total A/V Equipment	\$ 2,000.00
<u>Site Set-up</u>	
Radios - On-site set-up and event day	\$ 350.00
Security	\$ 500.00
Electricity	\$ 1,500.00
Tents	\$ 4,000.00
8- Foot Tables	\$ 500.00
Directional Signage	\$ 250.00
Event Signage	\$ 2,500.00
Other	\$ 1,000.00
Total Site Set-up	\$ 10,600.00



ARKANSAS
CONVENTION
& EVENT
MARKETING

<u>Marketing Expenses</u>	
Printing & Postage Costs-Correspondence	\$ 500.00
Signage - pre-event (flyer & posters)	\$ 1,000.00
Media/Press Releases, etc.	\$ 150.00
Website Hosting & Development	\$ 1,000.00
Photographer/Videographer	\$ 150.00
Misc.	\$ 1,000.00
Total Marketing Expense	\$ 3,800.00
<u>Miscellaneous Expenses</u>	
Supplies	\$ 2,500.00
Awards	\$ 3,000.00
Insurance	\$ 1,500.00
Total Miscellaneous Expenses	\$ 7,000.00
Total Festival Expenses	\$ 23,400.00

**Seedling Film Association
Fayetteville A & P Commission Funding Request
April 1, 2011**



1) Name of Organization or event & TIN

- a. Seedling Film Association – Offshoot Film Fest
- b. 27-2084818
- c.

2) Contact Person

- a. Jason Suel – Executive Director
2610 Drexelwood Drive
Springdale, AR 72762
479.422.9958
Jasonsuel@gmail.com

- b. Ashley Baker – Fundraising Chair
2509 Willow Bend Circle
Springdale, AR 72762
479.790.8104
asheskaye@yahoo.com

3) Purpose of the event proposed use of funds generated by organization or event

- a. Seedling Film Association (SFA) just celebrated our 2nd year as a nonprofit organization this past February. The purpose of this organization is to bring together enthusiasts in our community for the advancement of filmmaking through various activities and events in the Northwest Arkansas area and to provide more cultural experiences in our community as well as an alternative to the commercial film experience. We encourage and promote the artistic elements for the art of filmmaking and better understanding of how filmmaking is done as well as bringing other enthusiasts into our community.

4) Period of event date

- a. October 13-16, 2011

5) Location or event site

- a. UARK Ballroom & potentially the Walton Arts Center Nadine Baum Studio, Town Square Magazine's new event space, Global Campus building, Teatro Scarpinos & Georges Majestic Lounge. We are in the process of negotiating for these potential locations. The final decisions for our Film Fest locations will be made by August.

6) Brief background of organization and history of event.

- a. The Seedling Film Association began its conception in the summer of 2009. In February 2010, we decided to formalize our efforts to reach more of the aspiring film artists in the area and serve the community at large. After presenting a networking event, we were able to secure donations and props for a feature currently being shot in Arkansas. We also spoke with many who are looking for a platform to show their work or are in need of assistance, crew or talent, on projects they are trying to get off the ground. In the summer of 2010, we presented the Summer Sidewalk Series. This was when we screened independent films throughout the major cities in Northwest Arkansas during the summer months. The purpose of these events was to educate NWA on the importance on independent film as an art form and to promote our 1st Annual Offshoot Film Fest. In October of 2010 we presented the Offshoot Film Fest. Nearly 350 people attended the festival. Not only people from Arkansas, but industry professionals from all across the USA came to Fayetteville. Our 2011 SFA Board has been expanded to and there is even more excitement about Offshoot Film Fest 2011. We feel there is a great need to pursue another top-quality film festival that is organized under a non-profit umbrella and that functions with high ethical standards.

7) Expected visitor draw (radius/mileage). Prior year visitor count and how derived. Hos hotel(s) and number of rooms reserved. Include prior year visitor count.

- a. For our 2010 Offshoot Film Fest we drew a wide range of people from different areas such as Florida, Oregon, Oklahoma, California, New York, Georgia and Louisiana. Offshoot Film Fest also drew many people from throughout Arkansas. We had around 350 attendees for our 2010 Offshoot Film Fest and are excited to be able to say that we have much feedback and enthusiasm for our 2011 Film Fest and are looking at quadrupling our number of attendees from our 2010 Film Fest for 2011.
- b. We had filmmakers staying at the following:
 - i. Candlewood Suites (Fayetteville) – 1 room for 4 nights
 - ii. Dickson Street inn (Fayetteville) - 1 room for 1 night
 - iii. Hyatt Place (Bentonville) - 1 room for 4 nights
 - iv. Embassy Suites (Rogers) – 1 room for 2 nights
 - v. Comfort Inn (Fayetteville) – 3 rooms for 4 nights

8) Image: is this organization or event identifiable with an attractive and unique feature of our area?

- a. We have no doubt that having another film festival in Fayetteville will continue to draw enthusiasts to the Northwest Arkansas area. This area is home to the world's largest retailer of DVD's, which could provide many opportunities for pursuing a bigger film community in our area. Being able to have our second annual Offshoot Film Fest in Fayetteville will help to build on this relationship. Through the Offshoot Film Fest we will continue to bring more filmmakers to this area for on-location filming as well as more participation and learning through Offshoot Film Fest workshops, screenings, and Q&A seminars.
- b. Films that have been made in Arkansas highlight the topography of the Natural State. Many filmmakers who have visited Arkansas were inspired to create films in our state with the vast variety of options and locations.

9) Marketing Plan: Advertising, Public relations, sales and whether in-kind donation or purchased. Anticipated media exposure.

- a. For our 2010 film festival we had KNWA, Fox News, 101.9, KUAF, Arkansas Democrat Gazette & 104.9 announcing the film festival and interviewing key people in the organization to gain information about our organization and what we hope to achieve. With last year's media exposure we feel that we will be able to have doubled the exposure we did last year. This will include an international broadcast which we hope will bring independent filmmakers from all over the world to our film festival. We hope to be more successful in reaching those in our community as well as those outside it who have a love for the films & filmmaking. As of right now none of the media exposure will be in-kind donated.
- b. SFA will have a series of events this spring and summer including our Summer Sidewalk Series. These events will include several independent films that will be shown through Northwest Arkansas. Though these events will be free to the public SFA will be able to advertise and promote the Offshoot Film Fest to its audience over a 3 month period.
- c. We are very excited to be involved with Walton Arts Cent's Artosphere Festival by hosting the "Grow a Film" project/event. We will be able to reach a larger audience for future SFA events as well as having this connection with the WAC for future hosting events. This is an event being hosted by WAC and SFA will not have to pay any expenses for this event.
- d. Being able to utilize Without-a-box, a website for filmmakers to submit their films, will ensure better quality films for our film festival as well as reaching filmmakers from all over the world. Though we would love this to be an in-kind donation unfortunately we will have to pay for this service.
- e. We hope to promote maximum attendance and participation for our 2011 film festival. With proper funding we will be able to achieve our plans fully for this festival that we had been limited to for 2010. With the help from A & P Commission we hope to be able to have a more educational festival.

10) Marketing plan budgets: Advertising, Public relations, sales; include prior year budget and expenditures (all funding sources)

Category – Expense	2011	2010
Venues and Space Rentals:		
Monthly Office Rental	\$1,800	\$1,800
Screening/workshop venues	\$6,000	\$9,000
Total	\$7,800	\$10,800
Marketing:		
Website Development:	\$2,000	\$3,000
Without A Box – Marketing	\$1,800	\$1,300

Print Design	\$1,500	\$500
Printing	\$2,000	\$1,600
Signage/Banners	\$3,000	\$1,500
Promotional Items	\$1,500	1,300
Internet Ads	\$1,000	\$0
Festival Design & Branding	\$500	\$800
Total	\$13,300	\$10,000
Travel Expenses:		
Guest Speakers	\$7,000	\$0
Filmmakers	\$5,000	\$2,200
Board Travel	\$600	\$600
Total	\$12,600	\$2,800
Meals Expense:		
Catering	\$2,000	\$1,200
Total	\$2,000	\$1,200
Legal, Tax & Consulting Services:		
Tax Preparation	\$250	\$0
Film Festival Consultant	\$1,000	\$400
Legal Fees	\$700	\$0
Total	\$1,950	\$400
Equipment Rental:		
Film Festival Rental Expense	\$1,500	\$0
Total	\$1,500	\$0
Awards:		
Film Festival	\$3,500	\$700
Total	\$3,500	\$700
Service Subscriptions:		
Ticket Leap	\$1,000	\$0
Without A Box	\$1,800	\$1,350
PayPal	\$0	\$0
Total	\$3,000	\$1,350
Total Projected Expenses:	\$45,650	\$27,250

11) Funding request: state specific amount requested and what funds will be used for

- \$45,650
- Look to question 10 for detail

12) Describe how this request meets the criteria of uses of A&P Funds

- Supporting the Seedling Film Association is supporting the film arts as well as all local artists through NWA, since music, acting, visual arts, and technology are all integral components of film. Promoting the growth of film as a valued art in NWA and facilitating networking to achieve better filmmaking leads to more opportunities in this area for artists of all kinds.
- We believe that as outside filmmakers continue to see this beautiful area and the variety of scenery that NWA has to offer, they will continue to bring their projects here. This is a proven opportunity for economic development that leaves a minimal ecological impact. Film truly is among the most sustainable industries. As SFA helps to organize the film labor force in this area, the obstacle of not being able to find a crew or talent is eliminated and filmmaking can happen more smoothly.
- There is a large community of film enthusiasts that travel across the country to attend film festivals. Making NWA a dedicated film festival destination gives people one more reason to visit this beautiful area. Our advertising will certainly highlight all that this area has to offer to keep bringing people here year after year. We will also try as we did last year to coordinate with other city offerings such as The Farmer's Market and First Thursday to further enhance visitors' experiences here. We have a vested interest in promoting the city and surrounding areas, events and attraction because we want to draw as much attention and activity to this area as possible for film.

13) Will your project/event influence visitors form outside of Fayetteville to visit our community? Yes? _____

no? _____ if yes, what is your estimate of a) number of visitors to Fayetteville _____ b) number of

visitors to Washing County _____ c) number of visitors outside a 100 mile radius of Fayetteville _____.

14) Describe the potential economic impact to

- a. your organization
 - i. This film festival will not only allow us to bring more people to our community but it would allow us to educate and learn more about the art of filmmaking and the film industry.
- b. Local tourism related businesses, including restaurants and lodging
 - i. With the majority of the filmmakers coming in from out of town they will need lodging and food. We hope to generate several thousands of dollars to the Fayetteville food and hotel industry which will help the local economy in making sales.
- c. The community in general. What methods do you plan to use to track the overall economic impact to each?
 - i. As SFA will be arranging for lodging for the filmmakers that are coming into NWA. SFA will have control over the amounts being paid as well as where they will be staying. This will allow us to track funds being spent in the Fayetteville area. As the filmmakers are not familiar with the Fayetteville area several of the SFA board members will go with them for meals and as we have filmmakers travel expenses in our budget plan we hope to be able to bring in more filmmakers, actors, producers & directors to this area which will create profit for the City of Fayetteville and the A&P Commission.

15) Please describe your efforts to include environmentally acceptable and sustainable practices in your event.

- a. Seedling Film Association and Offshoot Film Fest's names and logos were decided upon because they represent the natural environment and the artistic film community while implying continuous growth. As our organization promotes going green we encourage filmmakers to be as aware of the environment during their filmmaking processes as possible. Our programs and all the advertisements will highlight the natural beauty and eclectic essence that is unique to this area.

16) Provide full financial disclosure of all revenues and expenses.

- a. 2010 Revenues:
 - i. Grants
 1. A & P Commission \$5,000.00
 2. Arkansas Arts Council \$50.00
 - ii. Product Sale
 1. T-shirt sale \$600.00
 - iii. Misc. Donations
 1. Cash donations at free SFA events \$300.00
 - iv. In-Kind Donations
 1. Rental Spaces \$11,500
 2. Marketing \$5,000
 3. Catering \$1,500
 4. Lodging \$2,050
 5. Festival Consultant \$400
 6. Awards \$400
- b. 2010 Expenses:
 - i. Please refer to the 2010 column on question 10.



ARKANSAS
CONVENTION
& EVENT
MARKETING

1. Name of organization/event, tax status and tax identification number.

Arkansas Convention & Event Marketing, Inc.

Tax Identification: #20-8321555

2. Contact person with complete address, phone number and e-mail address

John McClure

413 West 4th Street, Suite B

North Little Rock, AR 72114

501.993.7502

jmcclore@arconventionsandevents.com

3. Purpose of event and proposed use of funds generated by organization/event

The purpose of the 1st Annual Fayetteville ArtBeats Festival is to promote the vibrant and talented art community that makes Fayetteville such a special place to live. With the funds awarded, we will be able to promote Fayetteville as an art Mecca while also boosting the local economy by filling hotel rooms, crowding restaurants, and investing in local art and artists. Because this event will be held in partnership with Washington County Fairgrounds, we hope to help to provide additional funds to help enhance and update the facilities and grounds.

Visual, performance, and musical arts will be on display with a plethora of talent that is available from, not only Fayetteville, but across the region. Our identity will be developed as a contrast to the other activities in the area and draw from those crowds. As well, we want to attract locals who are looking for an experience that celebrates Fayetteville cultural arts. We want to entice visitors to Fayetteville and introduce the City as an Artist Community including artisans of all kinds. Classes, demonstrations, displays, performances, and art available for purchase will create an atmosphere of culture and pride.

Advertising and promotional funds will be used to promote the event to neighboring counties and states. As well as assisting with the development and production costs of creating a world-class arts festival in Fayetteville, monies provided will help encourage visitors and families to discover and enjoy the skill and artistry showcased at the Festival.

Of the profits, a portion will be donated to the Washington County Fairgrounds (501.c.3).

413B West 4th Street, North Little Rock, AR 72114 p 501.993.7502

Email: jmcclore@arconventionsandevents.com

www.arconventionsandevents.com



4. Period of operation or event date

The 1st Annual Fayetteville ArtBeats Festival is scheduled for October 15-16, 2011 at the Washington County Fairgrounds.

5. Location or event site

Washington County Fairgrounds

6. Brief background of organization and history of event

This would be a yearly art festival held on the same weekend as other large area art-related events. We expect our attendees to include art lovers, first-time visitors to Fayetteville, and those who take pride in the culture and all that the area has to offer. Fayetteville ArtBeats will offer the option of the best of Fayetteville's arts, music and food.

7. Image: Is this organization or event identifiable with an attractive and unique feature of our area?

We will help to add to the promotion of the Mardi Gras activities already planned and get a larger demographic involved and travelling into Fayetteville to experience the city and all that it has to offer.

8. Marketing Plan: Advertising, public relations, sales and whether in-kind donation or purchased. Anticipated media exposure

Advertising would be unique for this event including regional and national media, due to the following of the 101 Runners that is already in place. Because of the many additional opportunities related to the different cultures they represent, it is possible to include the band in promotional visits around Fayetteville and discussions related to the different musical genres they represent.

We will rely on our media contacts to keep promotional costs at a minimum while gaining as much exposure possible. We anticipate that the 101 Runners will bring a following that has already been established plus we will be able to promote them in print, radio, and on-line.



9. Marketing plan budgets: advertising, public relations, sales; include prior year budget and expenditures (All funding sources)

See attached proposed budget.

10. Funding request: State specific amount requested and what funds will be used for

We request \$7,500.00 to cover production and advertising, facility rental, security, tent rental, management of event, and materials expenses.

11. Describe how this request meets the criteria of uses of A & P funds

The funds we have requested will allow us to showcase the local art and music scene as a thriving community to those familiar and not familiar with what Fayetteville has to offer. We hope to give Fayetteville the notoriety and reputation as a great melting pot for artists and art enthusiasts alike.

Fayetteville ArtBeats Festival will draw visitors to Fayetteville by creating a new and exciting venue to experience innovative artists, artistic presentations and education. Though we are a first year event, we will work with area hoteliers and restaurants to determine the economic impact on the City of Fayetteville.

12. Will your project/event influence visitors from outside of Fayetteville to visit our community?

Yes X No .

13. Describe the potential economic impact to a) your organization; b) local tourism related businesses, including restaurants and lodging; c) the community in general. What methods do you plan to use to track the overall economic impact to each?

Fayetteville ArtBeats Festival will draw visitors to Fayetteville by creating a new and exciting venue to experience innovative artists, artistic presentations and education. Though we are a first year event, we will work with area hoteliers and restaurants to determine the economic impact on the City of Fayetteville.



14. Please describe your efforts to include environmentally acceptable and sustainable practices in your event.

It is of extreme importance that Fayetteville ArtBeats Festival be a sustainable event with as minimal of a carbon footprint as we are able. We will encourage the use and reuse of materials including providing recycling bins on site, promoting local foods, restaurants and chefs, working with local businesses to provide the necessary on-site rentals and materials. Arkansas Convention & Event Marketing, Inc. has a Sustainability Coordinator on-staff who will be a vital presence during all stages of event development and implementation.

15. Describe how event will be altered if A & P funding is not secured.

In the event that funding is not provided, Arkansas Convention & Event Marketing, Inc. is committed to developing and moving forward with the Fayetteville ArtBeats Festival, dependent upon what funding is available from various sources. There are enormous possibilities for growth within the area and coordinating additional events in conjunction with the Festival; community support will be a vital ingredient in our success in promoting area artists. We hope to provide a first class event with the uniqueness of reminding attendees to celebrate the spectacular talent that surrounds them.

16. Provide full financial disclosure of all revenues and expenses. Financial disclosure is required of the requesting organization's regular annual budget and is to be provided in the application for funding. Please provide one copy (this is not counted in the 4 page limit.)

This is an inaugural event. This information is not available.

**Fayetteville Parks and Recreation
Fayetteville Lights of the Ozarks Display**

1. Name of Organization

City of Fayetteville
Fayetteville Parks and Recreation

2. Contact Person

Lioneld Jordan
Mayor
113 West Mountain
Fayetteville, AR 72701
479.575.8330

Connie Edmonston
Parks and Recreation Director
113 West Mountain
Fayetteville, AR 72701
479.444.3471

3. Purpose of the event

The Lights of the Ozarks is to promote Fayetteville and the Downtown Square. The lights serve as a center of attraction for Fayetteville during the holiday season. More importantly, the lights attract people from nearby communities to Fayetteville restaurants and local attractions.

4. Period of operation or event date.

Every year, the Lights of the Ozarks are turned on the Saturday night before Thanksgiving and remain lighted every evening through New Year's Eve. The 2011 dates are November 19 through December 31.

5. Location or event site.

Lights of the Ozarks take place on the Fayetteville Downtown Square.

6. Background and history.

Lights of the Ozarks began in 1993 by the Fayetteville Chamber of Commerce. To assist the beginning of the event, Advertising and Promotions gave \$40,000 for the first year. For the last twelve years, the City has installed the lights and the Chamber of Commerce has organized the events. Currently, 500,000 lights are displayed from mid-November through New Years Eve.

7. Expected visitor draw (radius/mileage). Include prior year visitor count.

According to Fayetteville Advertising and Promotions Commission, approximately 200,000 people come through the Lights of the Ozarks Display in Fayetteville. The expected visitor draw extends to Alma/Ft. Smith towards the south; Joplin/Springfield to the North and Tulsa towards the West.

8. Image: Is this organization or event identifiable with an attractive and unique feature of our area?

Lights of the Ozarks has a very positive public image. The lighting display is one of the most popular, if not the most popular, of all Fayetteville festivals. With 200,000 people passing through the square during the light display, the event's popularity continues to grow. It is not only known locally, but also very popular around the region.

9. Marketing Plan: Advertising, public relations, sales.

All marketing, advertising, public relations and sales is handled through the Fayetteville Advertising and Promotions Commission and the Convention and Visitors Bureau. Any revenues received are collected through Advertising and Promotions. The City of Fayetteville and Fayetteville Parks and Recreation has not been responsible for any of the advertising responsibilities. However, upon their request we do work with the various media outlets such as local T.V. stations and newspapers.

10. Anticipated media exposure.

The Lights of the Ozarks receives as much media exposure as any event during the Holiday Season. Every year, several of the broadcast media outlets broadcast the lighting ceremonies live on their station. Local newspapers often cover the lighting display from the very beginning of installation by the Parks and Recreation Staff until the night the lights are officially turned off.

11. Market plan budgets: Advertising, public relations, sales; include prior year budget and expenditures (all funding sources)

The budgets for advertising, public relations and sales are handled through Fayetteville Advertising and Promotions Commission and the Convention and Visitors Bureau. The City of Fayetteville handles the labor and the expense of constructing the display, the Commission and CVB handles the promotion of the event. In 2010, Advertising and

Promotions awarded the City of Fayetteville/Parks and Recreation \$30,000. This award was used to purchase new lights from Service Lighting Inc. for the 2010 display.

12. Funding request: State specific purpose and amount.

The City of Fayetteville needs financial assistance from Advertising and Promotions to operate the Lights of the Ozarks Project. The total expenses for the 2010 display were \$95,818 which was distributed as follows:

Materials & Supplies	\$38,186	
Equipment Rental	\$ 4,471	
Vehicle costs	\$ 5,001	
Utilities	\$ 649	
Labor (2,990 hours)	<u>\$47,511</u>	(includes install, removal and maintenance during event)
Total Expenses	\$95,818	

Fayetteville Parks and Recreation is requesting Advertising and Promotions to assist with the event by purchasing new materials, consisting of lights, ornaments, and displays for the festival, a total amount of **\$30,000**. The City is switching to LED lights which cost more, but are more environmentally friendly and utilize less electricity. Parks and Recreation will be responsible for the balance of \$65,818.

13. Describe how this request meets the criteria of uses of A&P funds.

The Lights of the Ozarks promotes Fayetteville by bringing tourists into our community which provides an additional economic boost during the month of December. This benefits local businesses and restaurants. Advertising and Promotions Commission as well as Fayetteville Parks and Recreation are also benefited through increases of Hotel Motel Restaurant (HMR) Tax collected.

14. Provide full financial disclosure of all revenues and expenses. A certification disclosure form will be executed by applicants governing body. Financial disclosure is required of the requesting organization's regular annual budget and is to be provided in the application for funding for the special event. Please provide one copy!



FAYETTEVILLE HALF MARATHON

www.fayettevillehalf.com

December 10 & 11, 2011



2011 Fayetteville A & P Commission Funding Request

1. Name of organization/event, tax status and tax identification number.
 - **All Sports Productions, For Profit, 05-0561939**
2. Contact person with complete address, phone number and e-mail address
 - **Bruce Dunn, 1629 S. River Meadows Dr, Fayetteville, AR 72701**
3. Purpose of event and proposed use of funds generated by organization/event
 - **Sporting Event. Promote other events and for profit**
4. Period of operation or event date
 - **December 10 & 11, 2011**
5. Location or event site
 - **John McDonnell Outdoor Track Complex**
6. Brief background of organization and history of event
 - **All Sports Productions is a sports event management and consulting company formed in 2002. All Sports Productions promotes cycling, running, duathlons, triathlons, adventure racing and other outdoor events. The goal of the company is to produce races at the highest standards which are locally, regionally and nationally recognized events with a festival-like atmosphere. The mission of each event is to engage new participants and spectators in a healthy, multi-sport lifestyle.**
 - **The Fayetteville Half Marathon's inaugural event was 2010. The feedback for a first year event was extremely positive. The three major points were: time of year, course and John McDonnell track complex.**
7. Expected visitor draw (radius/mileage) Prior year visitor count (radius/mileage) and how derived. Host hotel(s) and number of rooms reserved.
 - **2011 projections: 1,550 participants, 1,000 family & friends, 12 states**
 - **2010: 775 participants, 700 family/friends, 6 states. Cosmopolitan Hotel (40 rooms). Numbers derived from registration statistics.**
8. Image: Is this organization or event identifiable with an attractive and unique feature of our area?
 - **The three main factors as outlined above are key features to this event. Running through the UofA campus, finishing inside the McDonnell Outdoor Track Complex, December event with Lights of the Ozarks, and the actual course are all key elements which make this event a winner.**
9. Marketing Plan: Advertising, public relations, sales and whether in-kind donation or purchased. Anticipated media exposure
 - **Regionally/Nationally**
 - Advertising in the 13-state region at events prior to the race
 - Attending other event expos
 - Facebook ads
 - Active.com:
 - Email campaign to over 20,000 athletes in a 8 plus state region
 - Banner ads to targeted regions
 - Direct email campaign to regional athletes
 - 2 – ½-page ads in Runner Triathlete News and web site banner ads

10. Marketing plan budgets: advertising, public relations, sales; include prior year budget and expenditures (All funding sources)
 - **See attachment**
11. Funding request: State specific amount requested and what funds will be used for
 - **\$20,000.**
 - **Advertising media production costs**
 - **Vendor expos**
 - **Email campaigns through national advertisers**
 - **Ad placements in printed and web publications**
12. Describe how this request meets the criteria of uses of A & P funds
 - **This event and its uniqueness bring people from outside the region to Fayetteville.**
13. Will your project/event influence visitors from outside of Fayetteville to visit our community? **Yes.** If yes, what is your estimate of
 - Number of visitors to Fayetteville:
 - **2,550: 1,500 participants, 1,000 family/friends/support staff**
 - Number of visitors to Washington County
 - **Same as above**
 - Number of visitors outside a 100 mile radius of Fayetteville
 - **1,500**
14. Describe the potential economic impact to a) your organization; b) local tourism related businesses, including restaurants and lodging; c) the community in general. What methods do you plan to use to track the overall economic impact to each?
 - a) **Continued profitability of All Sports Productions to produce current events and to have the opportunity to create new events which attract a greater and more diverse group of people**
 - b) **Half Marathons are the fastest growing running event in the country. All shapes and sizes can compete and finish a half marathon.**
 - c) **Each event that All Sports Productions produces receives feedback from the community (volunteers, businesses, city staff, etc)**
 - d) **Registration statistics and participant questionnaires**
15. Please describe your efforts to include environmentally acceptable and sustainable practices in your event.
 - **This has become one of the cornerstones of All Sports Productions' events. We practice the following:**
 - **Online registration only**
 - **Shirt options (opting in or out) are given to each participant**
 - **Solar power will be used where possible to lower energy use**
 - **Bulk race supplies to reduce packaging**
 - **Recycling race supplies**
 - **Donating food and supplies to local charities**
 - **Non-dated race medals and awards**
 - **Electronic race results**
 - **Reduced use of print advertising**
 - **Encouraging car pooling**
 - **Use of low-emission race vehicles**
 - **Use of electric all-terrain vehicles when possible**

16. Describe how event will be altered if A & P funding is not secured.
 - **Less regional and national advertising.**
 - **Since this event is in its infancy, a three-year funding stream is a necessity to insure an immediate impact on the running community. There are literally thousands of events and therefore a greater amount of advertising and promotion is needed to register on the athlete's radar.**
17. Provide full financial disclosure of all revenues and expenses. Financial disclosure is required of the requesting organization's regular annual budget and is to be provided in the application for funding. Please provide one copy (this is not counted in the 4 page limit.)
 - **See attachment**

EVENT HIGHLIGHTS:

- **December time frame.**
- **John McDonnell Outdoor Track Complex**
- **Portion of course on campus**
- **Portion of course on a major street which athletes would not otherwise have the opportunity to run**
- **Town Center expo location**

Fayetteville A&P name and logo will appear in the following areas of the event:

- ◆ **Featured in all national promotions**
- ◆ **Registration forms**
- ◆ **Mentions in all press releases**
- ◆ **Athlete and Event guide**
- ◆ **Course banner space**
- ◆ **1 - ½ page ad in Citiscapes Metro Monthly**
- ◆ **Event posters**
- ◆ **Event website**
- ◆ **PA announcement recognition**
- ◆ **Race t-shirt**
- ◆ **Pre & post-race event recognition**
- ◆ **Racer and volunteer goody bag**

All Sports Productions, Inc.
Fayetteville Half Marathon
January through December 2010

	<u>FayettevilleHalf</u>
Income	
Entry fees	41,037.00
Merchandise Sales	7,622.15
Sponsorship	25,500.00
Vendor Expo	<u>600.00</u>
Total Income	74,759.15
Event Expenses	
Advertising	7,868.22
Contract Labor	4,500.00
Event Insurance	350.00
Event Services	2,500.00
Facilities Rental Fees	7,000.00
Gasoline for Events	192.00
Law Enforcement Support	886.00
Meals	50.00
Porta Potties	331.00
Postage and Delivery	78.00
Printing	808.00
Production Fees	300.00
Promotion Fee	100.00
Race Announcer	150.00
Radios	109.00
Signage	2,630.00
Sound and Staging	300.00
Supplies	105.00
Tent Rental	3,700.00
Timing Services	5,500.00
Truck Rental	314.00
Embroidery	318.00
Fleece Beanies	1,500.00
Hats	623.73
Socks	545.00
T-shirts	5,032.26
Merchandise - Other	3,555.13
Participant Gifts	277.03
Participants - Other	499.54
Awards	6,743.97
Volunteer Appreciation	1,200.00
Volunteer Meals	305.00
Volunteer T-shirts	350.00
Meals	277.08
Web Hosting	127.90
Total Expense	<u>59,125.86</u>
Net Income	<u><u>15,633.29</u></u>

Fayetteville Half Marathon
December 10 and 11, 2011

INCOME

Retail	2,500
Sponsors	35,000
Registration	75,000

TOTAL INCOME

112,500

EXPENSES

Advertising and Promotion	15,000
Postage	1,250
Printing	5,000
Posters	1,000
Transportation	1,000
Post-race meals	5,000
Medical	2,500
Tents/Tables/Chairs	4,800
Event Coordination	5,000
Finish Line Service	5,500
Facilities Rental	2,500
Track Rental Fees	5,000
Video/photography	500
Copies	500
Copier	750
Generator	500
Dumpster	500
Ice	350
Porta Potties	3,500
Massage	2,500
Water	1,500
T-shirts & Retail items	15,000
Labor	5,500
Supplies	1,250
PA System	1,200
Awards	7,500
Meals for Volunteers	1,000
Radios	500
ROTC Security	1,000
Equipment	1,500
Rental/Barricades/Etc.	3,000
Banners/Signs	1,500
Sanction Fee	750
Truck Rental	1,500
Gas	500
All-terrain vehicle rental	1,000
Law Enforcement	3,000

TOTAL EXPENSES

109,850

NET INCOME

2,650

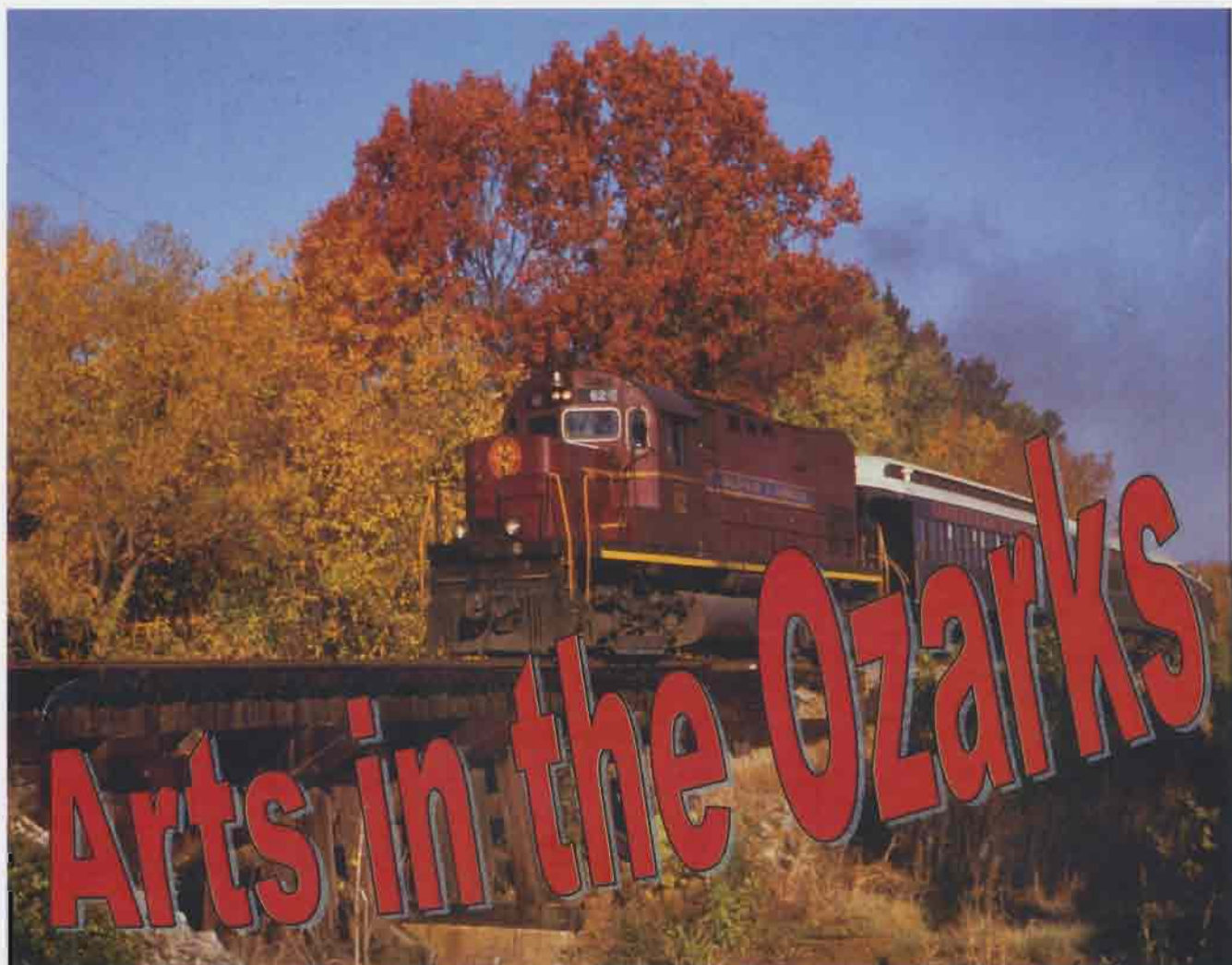
Presented by:
Bruce Dunn
All Sports Productions, Inc.



2011 NATIONAL VETERANS CREATIVE ARTS FESTIVAL

Hosted by
The Veterans Health Care System
of the Ozarks

October 17—24, 2011



VA Employees Association
Veterans Health Care System of the Ozarks
1100 N. College Avenue
Fayetteville, AR 72703

January 10, 2011

Dear Community Partner:

The Veteran Affairs Employees Association (VAEA) is an organization open to all employees of the Veterans Health Care System of the Ozarks (VHSO). Our purpose is to provide activities that support special projects, member activities, medical center events, national Veterans' events, and community organizations.

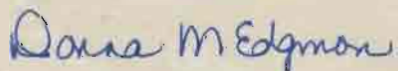
The VHSO has been selected to host the 2011 National Veterans Creative Arts Festival (NVCAF). The support of our community and wonderful patrons such as you is vital for us to achieve our goal of honoring these special and talented Veterans and to showcase our beautiful northwest Arkansas. We need to raise \$45,000 in local funding to help support this nationally-acclaimed event . You can be a part of this exciting event with your contribution. May we count on you?

Please send your contributions made payable to NVCAF to:

Donna M. Edgmon, VAEA President (126)
National Veterans Creative Arts Festival
Veterans Health Care System of the Ozarks
1100 North College
Fayetteville, AR 72703

You may reach me at 479-587-5844 if you have any questions. Thank you so much for your support of our Veterans.

Sincerely,



Donna M. Edgmon
President, VA Employees Association
Veterans Health Care System of the Ozarks



Veterans Health Care System of the Ozarks to Host the 2011 National Veterans Creative Arts Festival In Fayetteville, Arkansas, October 17 – 24, 2011!

Introduction

The National Veterans Creative Arts Festival is a weeklong annual event that highlights the talents of the national medal-winning Veterans from a nationwide competition, through exhibition of their visual artwork and presentation of a live stage show performance. The Festival spotlights the five creative arts therapies of art, music, dance, drama and creative writing. It inspires pride and establishes opportunities for development of new skills.

Presented by the Department of Veterans Affairs and co-sponsored by Help Hospitalized Veterans and the American Legion Auxiliary, the Festival recognizes the progress and recoveries made through creative arts therapies.

History

The National Veterans Creative Arts Festival originated as two competitions; music in 1981 as an observance of the International Year of Disabled Persons, and visual arts (VET ARTS) in 1982. The music competition was renamed the Music Festival in 1984 and the live stage shows were presented in Washington, D.C. at historic Constitution Hall. The Music Festival and VET ARTS merged in 1989, and dance, drama and creative writing divisions were eventually added to become the National Veterans Creative Arts Festival.

Purpose

The National Veterans Creative Arts Festival continues to evolve each year as it showcases the artistic achievements of Veterans from across the country in art, music, dance, drama and creative writing. Each Festival features an exhibit of the first place artwork from over 50 categories. A live stage show, complete with orchestral accompaniment, is performed by Veterans who have achieved medal-winning status in a variety of competition categories from the performing arts divisions. Workshops are offered during the Festival week for participants and staff, educating them in a variety of artistic modalities by utilizing the talents of local community artists.

The Festival Today

Each year, nearly 4,000 Veterans representing well over 125 VA medical facilities enter the National Veterans Creative Arts Competition. Once a Veteran earns first place at their VA Medical Center, VA Outpatient Clinic, or state Veterans' home, their

art, music, dance, drama, or creative writing entry is then submitted to the National level of competition. Several panels of judges review entries and the National competition awards a first, second, and third place in each category of the five divisions. Approximately 150 of the medal-winning Veterans earn an invitation to participate in the Festival week. The National Veterans Creative Arts Festival is a celebration of the artistic achievements of United States Veterans. The Festival, held in a different city every year, generates great national, regional, and community interest and support. It receives significant media attention that is key to promoting the message of the healing power of the arts in the lives of America's Veterans. The Veterans Health Care System of the Ozarks will host the 2011 National Veterans Creative Arts Festival in Fayetteville, Arkansas.

The Festival is a National VA Rehabilitation Special Event that is hosted by a different VA medical facility and city every year. This year, 2011, the Veterans Health Care System of the Ozarks and northwest Arkansas are hosting the Festival. The Embassy Suites Northwest Arkansas Hotel Spa and Convention Center in Rogers, Arkansas, will be the host facility for rehearsals, workshops, banquets, and other events. The week is full of creativity, camaraderie, patriotism, and spirit that culminate in a live stage show performance and art exhibit at the Walton Arts Center in Fayetteville, Arkansas, on Sunday afternoon, October 23, 2011.

National Veterans Creative Arts Steering Committee members and support staff from Department of Veterans Affairs Central Office, VA medical facilities and outpatient clinics will attend and provide assistance with the Festival.

Contact Information

For more information about the National Veterans Creative Arts Competition and Festival, contact: Carol E. Kick at 479.444.5060.

Carol E. Kick, Chief, Voluntary Service (135)
2011 NVCAF Host Site Coordinator
Veterans Health Care System of the Ozarks
1100 N College Avenue
Fayetteville, AR 72703
Phone: 479.444.5060
FAX: 479.444.5054
Carol.Kick@va.gov



NATIONAL VETERANS CREATIVE **ARTS** FESTIVAL

Become a Sponsor of the 2011 National Veterans Creative Arts Festival

The National Veterans Creative Arts Competition and Festival are supported in part by the Department of Veterans Affairs and through donations by various organizations both nationally and locally. The breakdown of monetary donations is as follows:

Patron	\$999 and less
Bronze Medal Sponsor	\$1,000 - \$ 2,499
Silver Medal Sponsor	\$2,500 - \$ 4,999
Gold Medal Sponsor	\$5,000 - \$14,999
National Sponsor	\$15,000 - \$24,999
Host Sponsor	\$25,000 - \$49,999

Funds will be used to support the program in a variety of areas, some of which include printing, hospitality, workshop materials, theater rental, show production, and purchase or rental of equipment, to name a few. Donations for the 2011 Festival should be made payable to NVCAF and sent to the Veterans Health Care System of the Ozarks (126), 1100 N College Avenue, Fayetteville, AR 72703.

Depending upon the level of support, sponsors can be acknowledged by listing the organization's name in the official souvenir program booklet, on tickets, posters, and other printed materials, and/or by other methods that are mutually agreed upon. Sponsors are invited to attend the Sponsor Luncheon at the Embassy Suites Northwest Arkansas Hotel Spa and Convention Center in Rogers, Arkansas, on Saturday, October 22, the day before the stage and art shows. They are encouraged to attend events during the Festival week and are invited to the Festival stage and art shows on Sunday, October 23 at 12:30 p.m. at the Walton Arts Center in Fayetteville, Arkansas.

Sponsorship is vital to the ongoing success of the National Veterans Creative Arts Competition and Festival. Involvement as a sponsor creates a positive and lasting difference in the lives of the Veterans served. For additional information, please contact Carol E. Kick, Host Site Coordinator, 479.444.5060 or Carol.Kick@va.gov or Donna Edgmon, Fundraising Chairperson, 479.587.5344, Donna.Edgmon@va.gov.

Thank you for your interest and support of the
National Veterans Creative Arts Festival!



NATIONAL VETERANS CREATIVE ARTS COMPETITION AND FESTIVAL SPONSORSHIP

The National Veterans Creative Arts Competition and Festival are supported in part by the Department of Veterans Affairs and through donations by various organizations both locally and nationally. Funds can be earmarked by the sponsor to support the program in a variety of areas, some of which include printing, hospitality, workshop materials, etc. The breakdown of monetary donations is as follows:

Patron Sponsor **\$999 and less**

As a Patron Sponsor of the National Veterans Creative Arts Festival, your organization will receive the following sponsor benefits, including:

Official Designation

Opportunity to promote your organization as a "Patron Sponsor of the National Veterans Creative Arts Festival"

Advertising

– Inclusion of organization's name in the National Veterans Creative Arts Festival souvenir program booklet

VIP/Hospitality

– Two (2) VIP tickets to Festival stage show and art exhibit

Other – Opportunity for employees and organization members to serve as volunteers at specific times during the week

Bronze Medal Sponsor **\$1,000-\$2,499**

As a Bronze Medal Sponsor of the National Veterans Creative Arts Festival, your organization will receive the following sponsor benefits, including:

Official Designation

Opportunity to promote your organization as a "Bronze Medal Sponsor of the National Veterans Creative Arts Festival"

Logo Placement

Bronze Medal Sponsor name and logo will be incorporated into the following:

- One (1) item of Festival memorabilia distributed to all participants, Festival staff, volunteers, media and VIPs
- Display of corporation/organization name/logo on select Festival signage, i.e. banners, at key locations during the Festival.

Advertising

- Inclusion of organization's name in the National Veterans Creative Arts Festival souvenir program booklet.
- Name and editorial mention in the Sponsor Recognition Event Program
- Listing in Opening and Closing Ceremonies Programs
- Listing in the credits of the Festival souvenir video (which is distributed to all persons associated with the event each year)

Public Relations

Live announcements during Sponsor Recognition Event

VIP/Hospitality

- Two (2) VIP tickets to Sponsor Recognition Event
- Special award at Sponsor Recognition Event
- Two (2) or more VIP tickets to Festival stage show and art exhibit
- Two (2) VIP tickets to Closing Banquet and Ceremonies
- Two (2) Festival souvenir goody bags and programs

Other

Opportunity for employees and organization members to serve as volunteers at specific times during the week

Silver Medal Sponsor

\$2,500-\$4,999

As a Silver Medal Sponsor of the National Veterans Creative Arts Festival, your organization will receive the following sponsor benefits, including:

Official Designation

Opportunity to promote your organization as a "Silver Medal Sponsor of the National Veterans Creative Arts Festival"

Logo Placement

Silver Medal Sponsor name and logo will be incorporated into the following:

- One (1) item of Festival memorabilia distributed to all participants, Festival staff, volunteers, media and VIPs
- Display of corporation/organization name/logo on select Festival signage (i.e. banners) at key locations during the Festival

Public Relations

- Live announcements during Sponsor Recognition Event

Advertising

- Inclusion of organization's name in the National Veterans Creative Arts Festival souvenir program booklet
- Name and editorial mention in the Sponsor Recognition Event Program
- Listing in the Opening and Closing Ceremonies Programs
- Listing in the credits of the Festival souvenir video (which is distributed to all persons associated with the event each year)

VIP/Hospitality

- Two (2) VIP tickets to Sponsor Recognition Event
- Special award at Sponsor Recognition Event
- Two (2) or more VIP tickets to Festival stage show and art exhibit
- Two (2) VIP tickets to Closing Banquet and Ceremonies
- Two (2) Festival souvenir goody bags and programs

Other

Opportunity for employees and organization members to serve as volunteers at specific times during the week

Gold Medal Sponsor

\$5,000-\$14,999

As a Gold Medal Sponsor of the National Veterans Creative Arts Festival, your organization will receive significant exposure and sponsor benefits at the Festival, including:

Official Designation

Opportunity to promote your organization as a "Gold Medal Sponsor of the National Veterans Creative Arts Festival"

Logo Placement

Gold Medal Sponsor name and logo will be incorporated into the following:

- One (1) item of Festival memorabilia distributed to all participants, Festival staff, volunteers, media, and VIPs
- Prominent display of corporation/organization name/logo on all official Festival signage, i.e. banners, at key locations during the Festival

Advertising

- Inclusion of organization's name in the National Veterans Creative Arts Festival souvenir program booklet
- Name and editorial mention in the Sponsor Recognition Event Program
- Listing in Opening Ceremonies and Closing Ceremonies Programs
- Listing in the credits of the Festival souvenir video (which is distributed to all persons associated with the event each year)

- Opportunity to purchase additional advertising space or air-time in conjunction with any exclusive radio, television, or print agreements negotiated for the Festival or provided by Festival media sponsors

Public Relations

- Live announcements during Sponsor Recognition Event
- Opportunity for corporate/organization representatives to attend the festival stage show and art exhibit

VIP/Hospitality

- Gold Medal seating at Opening and Closing Ceremonies
- Four (4) VIP tickets to Sponsor Recognition Event
- Special award at Sponsor Recognition Event
- Four (4) or more VIP tickets to Festival stage show and art exhibit
- Four (4) VIP tickets to Closing Banquet and Ceremonies
- Four (4) Festival souvenir goody bags and programs

Other

Opportunity for employees and organization members to serve as volunteers at specific times during the week

National Sponsor

\$15,000-\$24,999

As a National Sponsor of the National Veterans Creative Arts Festival, your company will receive prominent positioning and extensive benefits including:

Exclusivity

Exclusivity in your product category. No competing company will be permitted to sponsor the Festival or purchase advertising in any related promotional materials developed for the Festival.

Exclusive national rights to use the Festival logo and official designation as noted below in all advertising, publicity, and promotional efforts

Official Designation

Opportunity to promote your organization as “National Sponsor of the National Veterans Creative Arts Festival” and “The Official (Product) of the National Veterans Creative Arts Festival”

Logo Placement

National Sponsor name and logo will be incorporated into the following:

- One (1) item of Festival memorabilia distributed to participants, Festival staff, volunteers, media, and VIPs
- Prominent display of corporation/organization name/logo on all official Festival signage, i.e. banners, at key locations during the Festival

Advertising

- Inclusion of organization's name in the National Veterans Creative Arts Festival souvenir program booklet
- Name and editorial mention in the Sponsor Recognition Event Program
- Listing in Opening Ceremonies and Closing Ceremonies Programs
- Listing in the credits of the Festival souvenir video (which is distributed to all persons associated with the event each year)
- First right to purchase additional advertising time or space in conjunction with any exclusive radio, television, or print agreements negotiated for the Festival or provided by Festival media sponsors

Public Relations

- Recognition during Opening and Closing Ceremonies and at Sponsor Recognition Event
- Opportunity to host one (1) arts workshop or other special event for all Festival participants
- Opportunity for corporate/organization representatives to attend the Festival stage show and art exhibit

VIP/Hospitality

- Verbal recognition and dignitary seating during Opening and Closing Ceremonies
- Six (6) VIP tickets to Sponsor Recognition Event
- Special award at Sponsor Recognition Event
- Six (6) or more VIP tickets to Festival stage show and art exhibit
- Six (6) VIP tickets to Closing Banquet and Ceremonies
- Six (6) Festival souvenir goody bags and programs

Other

Opportunity for employees and organization members to serve as volunteers at workshops or other premier volunteer positions

Co-Sponsor

50% of the total estimated cost of the 2011 program

Host Sponsor

\$25,000 and above

The Host Sponsor of the National Veterans Creative Arts Festival will be prominently featured in Festival-related materials. Your organization will receive the highest level of sponsor benefits available, including:

Exclusivity

Exclusivity in your product category and any related categories (to be mutually agreed upon). No competing company will be permitted to sponsor the Festival or

purchase advertising in any related promotional materials developed for the Festival.

The right to use the Festival logo and official designation as noted below in all advertising, publicity, and promotional efforts

Official Designation

Opportunity to promote your organization as an "Official Host Sponsor of the National Veterans Creative Arts Festival" and "The Official (Product) of the National Veterans Creative Arts Festival"

Logo Placement

The Host Sponsor name and logo will be incorporated into the following:

- One (1) item of Festival memorabilia distributed to participants, Festival staff, volunteers, media, and VIPs
- Prominent display of corporation/organization name/logo on official Festival signage, i.e. banners, at key locations during the Festival

Advertising

- Inclusion of name in the National Veterans Creative Arts Festival souvenir program booklet
- Name and editorial mention in the Sponsor Recognition Event Program
- Listing in Opening Ceremonies and Closing Ceremonies Programs
- Listing in the credits of the Festival souvenir video (which is distributed to all persons associated with the event each year)
- First right to purchase additional advertising time or space in conjunction with any exclusive radio, television, or print agreements negotiated for the Festival or provided by Festival media sponsors

Public Relations

- Inclusion in Festival news releases
- Recognition during Opening and Closing Ceremonies and at Sponsor Recognition Event
- Opportunity to host one (1) arts workshop, or other special event for all Festival participants
- Opportunity for corporate/organization representatives to attend the Festival stage show and art exhibit

VIP/Hospitality

- Verbal recognition and dignitary seating during Opening and Closing Ceremonies
- Eight (8) VIP tickets to Sponsor Recognition Event
- Special award at Sponsor Recognition Event
- Eight (8) or more VIP tickets to Festival stage show and art exhibit
- Eight (8) VIP tickets to Closing Banquet and Ceremonies
- Eight (8) Festival souvenir goody bags and programs

Other

Opportunity for employees and organization members to serve as volunteers at workshops or other premier volunteer positions



**2011 National Veterans Creative Arts Festival
Veterans Health Care System of the Ozarks
Sponsorship Events and In-Kind Needs**

Event/Item Needed	Quantity	Cost	Other
Rolling backpacks	250	\$7,500	
Wind Jacket	250	\$8,750	
Cookbook	400	\$4,000	
Karaoke rental	4 nights	\$500-700	
Terra Studios art workshop	100	\$500.00	
AR/MO train ride and dinner	275	\$15,125	May split cost of dinner and the ride
Entertainment for dinner	Still on the Hill band	\$500	
Arts supplies for work shops		\$1,000	
Fly tying supplies and book	50	\$500	
Reception snacks Friday	100	\$300	
Reception snacks Saturday	100	\$300	
Welcome signage	3-4 signs	\$500	
Caricature artist	2 days	\$700-800	